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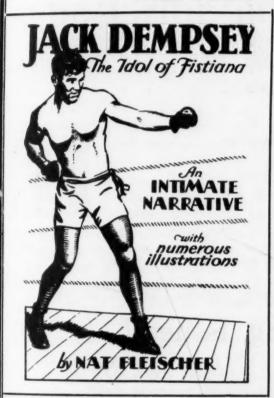
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Forthcoming Issues

fornia lecturer on books, will add to the discussion begun by Dale Warren in the January 12th issue of the Publishers' Weekly in his article, "To Send or Not to Send: A Discussion of the Problem of 'Review Copies.'" Mrs. Mills will be followed in a later issue by Oliver Saylor, who will discuss the problem as he sees it.

Median An unusually interesting chapter in Downing Palmer O'Harra's history of book publishing in the United States to 1901 will appear next week. It will be about Trade Sales, the publishers' practice of selling off current books by auction with a very unsettling effect on their prices.

week on "What's In a Book?", comment on what circulating library readers like and why.

for Boys and Girls, Arthur J. Peel will also write about circulating libraries, but his article will concern the children's lending library of the Bookshop for Boys and

Girls in Boston. So In the same department there will be an article by Wilhelmina Harper and articles about the Children's Bookshop in New York, which has recently absorbed Harper's Boys and Girls Bookshop, and an article about the Sather Gate Boys and Girls Bookshop. This will be the last of the four special supplements devoted to selling children's books at this time of the year. It was postponed from last week's issue because of the amount of material about the Boston convention.

THE PUBLISHERS' WEEKLY

The American Booktrade Journal Editors

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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JUNE 1, 1929

The Critic and the Bookseller

Susan Wilbur
Chicago Evening Post



HE literary cynic will contend that a roast goes a good deal farther than praise. In fact, here in Chicago, a praising review is often attributed by the

layman to some other motive on the part of the reviewer than the book's own virtues. If the author is poor, the reader is quite likely to suspect that he is a personal friend of the critic. If rich, that he owns stock in the paper. Whereas a roast may go far. Take even the extreme case of a roast that proclaims a book worthless and makes fun of it besides. "The Sweet Singer of Michigan" must have had many such reviews when it first came out. And people are still reading it to see if it is really as bad as they have heard it is. Though the roast that goes farthest nowadays is undoubtedly the one where the critic professes to be profoundly, or even slightly, shocked on moral

Personally, however, if I thought a book good and wanted to see it sell I should be inclined to count less on praise or blame than upon letting the book speak for itself through my review of it. Once when I was very much younger and very much more of a quarterly reviewer than I am now, a believer in thoroughness even at the expense of promptness, I quite unintentionally started up the sale of a cookbook by this very means. And heard about it, for it happened to be a cookbook that everybody had ceased stocking about six months before. I did not praise it—not by

a lot—nor did I blame it in any intriguing fashion, but only by pointing out that there was too much sugar in the waffles, and that the biscuits would have tasted, or at least looked, better if the author had not neglected to allow for baking powder. But the recipes, and I did not make a secret of this, were embodied in as fetching a framework as that of Boccaccio's Decameron. Apparently nobody read the review without thinking that the very book to give to some bride had been found.

On the other hand, however, there are apparently some books, good books too. which no amount of praise, blame, space, or critical prestige can help very much. A young Chicago novelist was telling me the other day about his reviews. For space and for universal notice both here and in New York, Mr. Galsworthy could scarcely have asked better. But six months later his book hadn't sold out a first edition of distinctly conservative proportions. was a book where the central interest was of a topical nature; presumably the readers of all those reviews had said to themselves: this may be a good book, but we get enough of that sort of thing in the newspaper headlines. I have heard, though I have at this distance of time no means of verifying it, that the same thing happened with books about China in 1926, when everyone ought to have been rushing for them on account of all the excitement.

Put it this way then: the literary critic automatically helps the bookseller by informing potential customers about books. The question next arises whether there is any way in which this help can be put in harness.

Various schemes have been tried here in Chicago. The first scheme sounded simple enough. The literary editors were to make known in advance each week what books they were intending to feature, presumably so that the booksellers might have their stock in readiness. But simple as the scheme sounded it turned out to have insuperable difficulties for the critic. fact of the matter is that you don't always know what book you are going to feature. Monday may find the critic with five books read and nothing of front page quality among them. On Tuesday two books of local interest come in and having read like mad he is ready to write about them by Thursday morning. But then if something had turned up by Monday, or even by Saturday, it would hardly have given the bookseller time to stock specially. While, on the other hand, if some obvious front page book is in question—say a new Sinclair Lewis-the bookseller will be stocked anyhow. And on still a third hand, if some book on philosophy, perhaps, were in question he would probably stock to his own lasting regret.

One Chicago bookstore has, however, gone at the matter the other way round. They take the Friday Literary Review each week as soon as it comes out, check over the books discussed in it, and on Saturday morning have a "Post" table, upon which are displayed as many out of the sixty or seventy titles we have mentioned as they happen to have in stock.

as they happen to have in stock.

Still another bookseller has an even more back-handed way of going about it, and one which is said to work extremely well. Before a book comes out, he will say to one of his customers: This, I think, is a book that you are going to want to have; watch for the reviews of it.

In both these cooperative schemes, of course, the bookseller is the hero. And accordingly the question arises: what cooperation is possible from the critic's side? In addition, that is, to the automatic cooperation mentioned above.

One very good thing, of course, is to get the cook books reviewed as near their publication date as possible. For glad as booksellers always seem to be to order books for customers, I am sure they are a lot gladder when they can just reach up for something that is naturally on their shelves.

And probably another good thing is for the critic to visit bookstores now and again even when he hasn't specific purchases to make. The booksellers are themselves quite likely to be excellent critics, and their viewpoint will be something of a liberal education to the professional critic, whose faculties—unless he be also a lecturer, or no end of a diner out—are destined to work in something of a vacuum.

On the *Post*, however, for the past three or four years we have been experimenting in a slightly more specific form of

cooperation.

It all began by a certain question getting on our nerves. Over and over again people would ask us: "Where do you suppose I could get that book you reviewed last week?"

It occurred to us that by printing a column of bookstore news every week we might provide a sort of running answer to that question and save ourselves a lot of trouble. It also occurred to us that our "News of the Bookstores" column might help to remedy the fundamental condition that the repeated question seemed to indicate. For although high power salesmanship may not be the critic's part, nevertheless he does after all belong with the bookseller to the hierarchy that would like to see a great many books sold and a great many books read. And the fact that so many of our readers seemed vague as to where to buy books suggested that a link was missing which we might perhaps supply. For quite evidently there was often a hiatus between the impulse to get a book that had been reviewed and the actual getting it.

The next question was how to go about things. So far as I know, our "News of the Bookstores" column was the first thing of its kind that had been done. We hunted for a model and hunted in vain. Not New York nor yet Boston nor London could show us how to do what we proposed to

do.

Our idea itself was clear enough. From week to week we would mention bookstores by name and by location. We would answer in every issue the question which

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so many people asked us and which so many more were no doubt asking themselves. We would mention the loop bookstores and book departments every week or so, and the farther out or suburban bookstores whenever they had an item that they thought worth sending

It was also our hope that by degrees we might help to make book buying a somewhat more personal matter for those of our readers who bought books, perhaps, but who had not as yet formed the bookstore habit. In the suburbs you will often find people who are such devout readers of the so-

ciety columns that they get so they think of the city's social leaders by their first names, or even by original nicknames. Couldn't our readers, in a similar, albeit more dignified, manner come to feel at home in the bookstores?

But it was surprisingly difficult to know just how to go about all this. Finally we decided that the first thing to do was to go and talk it over with our particular friends among the booksellers. And we went together. To give each other courage. For by then it had all begun to seem perhaps a little silly or maybe a little impertinent. Without exception the booksellers we first talked to expressed their willingness to take a chance on it, but a good many of them showed signs of feeling skeptical. And when, after I had a column or two by way of exhibit and began going about to bookstores where I was not known, my reception was upon two occasions somewhat equivocal. One bookseller thought I must be trying to solicit advertising. The other suspected me of being some sort of high pressure reporter trying to worm out his secret policies and put them in print. Within six months' time, however, both of them had written in asking to be included in the column and have since been among its most enthusiastic supporters. And some of the not-for-print things about the book business that one of

the managers has told me upon my visits to him have become part of my literary equipment.

Very early in the game we found that the column was the sort of thing that would more or less have to write itself.

Is there any way, asks Susan Wilbur, in which we can harness the

help which the critic automatically

gives the bookseller by providing

potential customers with information

about books? Miss Wilbur, who is

the wife of the critic Llewellyn

Jones, and is associate literary editor

of the Chicago Evening Post, is in a

position to know whether or not her

question can be answered.

One store specialized in parties for visiting authors. Another in exhibits of everything from books to Persian pottery and Chinese prints. Still another has window displays which pretty much tell the story. Another cultivates enthusiasms for individual books, not always new ones. Still another has no specialty, but decided that its list of best sellers

from week to week would represent its activities as well as anything. Others, which combine the second-hand book business with the new, occasionally have a story for us about buying some particularly interesting library. And the dealers who specialize in rare books can almost pick a story from their shelves blindfold,

Generally speaking, however, our items divide themselves into two classes: those that have a personal angle and those that have to do with the way the books themselves are moving.

Under the personal are included of course the visits of authors. If they can be foreseen these visits have a practical significance for those among our readers who collect autographs. But even the most impromptu visit is included for the sake of bookstore atmosphere. Nor do we confine ourselves to authors. One day Milton Sills dropped in to renew an old acquaintance with the head of a bookstore. On another, we happened upon Ethel Barrymore shopping. And again it was Tarboe, the famous card sharper—subject of the book by Sir Gilbert Parker, who, perhaps, supposed him dead when he wrote it-who lent his lustre to one of our paragraphs.

But the personal side also includes what the booksellers themselves are doing. During the spring, for instance, there are always quite a number of departures for Europe. Through the winter there are the auction sales in New York and London where quite often some Chicago bookseller will make some spectacular purchase. And, if they remember to, the booksellers tell me of their regular New York buying trips or where they went for their latest holiday.

Sometimes, too, they themselves write books. This year, for instance, we got a little fun out of a book published under telltale initials being featured by a "rival" bookseller. And though heads of departments seldom get time for this sort of thing, bookstore clerks and ex-clerks are quite likely to be poets—or even authors of guide books. And there is one well-known author of juveniles who turns book clerk for the holiday season—with a view, he says, to finding out what his public thinks of his last book and whether there is some book not yet written that the shopper is more or less ripe for.

As to the books themselves, there are all manner of ways of getting titles into the column. Individual stores sometimes give us their lists of best sellers—or if they have lending libraries, best renters. And favorites such as "Elizabeth and Essex" and "The Bishop Murder Case" sometimes receive mention as such, though we do not attempt to get lists from everybody and then compound them.

It is quite common for people to want to know, and maybe themselves wear, what everyone is wearing. And the same no doubt applies to the universal interest in best seller lists. The non-best sellers find their way into our column, too. Maybe an author has just been in town. Sometimes an earlier book has just come out in a popular reprint edition. Perhaps some particular group is interested in a given book. And when mention occurs in any one of these ways it is often possible to forge a still further link in the chain by remarking that this particular book is reviewed this week, or that it was reviewed last week, or maybe that it will be reviewed in our next.

Forty Notable American Books of 1928

Selected By the American Library Association for the International Institute of Intellectual Cooperation of the League of Nations

A Institute of Intellectual Cooperation of the League of Nations, the American Library Association has selected forty books published in the United States during 1928 which it considers worthy of inclusion in a World List of Notable Books.

Instructions received from the Institute direct that "the works chosen should deal

with an important subject, in an original and interesting manner and be capable of being read by persons of average culture." Fiction and children's books are not included among the subjects listed by the Institute.

In compiling the list, the A. L. A. has had the cooperation of distinguished librarians and of scholars and specialists in various fields.

History

BEARD, CHARLES A., ED. "Whither Mankind; a panorama of modern civilization."

Longmans, Green, \$3.00

FAY, SIDNEY B. "The Origins of the World War." 2 vols. Macmillan, \$9.00.

FORBES, WILLIAM CAMERON. "The Philippine Islands." 2 vols. Houghton, \$10.00

PARSONS, GEOFFREY. "The Stream of History." Scribner's, \$5.00

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Social Science

BASSETT, JOHN S. "The League of Nations; a chapter in world politics."

Longmans, Green, \$3.50

Howland, Charles P. "American Foreign Relations, 1928." Yale Press, \$5.00 Mackaye, Benton. "The New Exploration; a philosophy of regional planning."

Harcourt, 3.00

ODUM, HOWARD W. "Rainbow Round My Shoulder; the blue trail of black Ulysses."

Bobbs-Merrill, \$3.00

Philosophy and Psychology

Dewey, John. "The Philosophy of John Dewey"; selected and edited by Joseph Ratner.

Holt, \$4.00

Natural Science

Beebe, William. "Beneath Tropic Seas."

DE KRUIF, PAUL H. "Hunger Fighters."

MASON, FRANCES, ED. "Creation by Evolution."

TILNEY, FREDERICK. "The Brain from Ape to Man." 2 vols.

Putnam's, \$3.50

Harcourt, \$3.00

Macmillan, \$5.00

Paul B. Hoeber, \$25.00

Applied Science

Boas, Franz. "Anthropology and Modern Life."

Byrd, Richard E. "Skyward."

Dwiggins, William A. "Layout in Advertising."

Stieglitz, Julius O., and Others, eds. "Chemistry in Medicine."

The Chemical Foundation, \$2.00

Law

CARDOZO, BENJAMIN N. "Parodoxes of Legal Science."

Columbia University Press, \$2.50

CHAFEE, ZECHARIAH. "The Inquiring Mind."
HUGHES, CHARLES EVANS. "The Supreme Court of the United States."

Columbia University Press, \$2.50

WARREN, CHARLES. "The Making of the Constitution." Little, Brown, \$6.00 WIGMORE, JOHN H. "A Panorama of the World's Legal Systems." 3 vols.

West Publishing Co., \$25.00

HOLLINGWORTH, LETA A. "The Psychology of the Adolescent." Appleton, \$2.50 JASTROW, JOSEPH. "Keeping Mentally Fit." Greenberg, \$3.50

Belles Lettres and Art

BENÉT, STEPHEN VINCENT. "John Brown's Body."

EDGELL, GEORGE H. "The American Architect of Today."

FOERSTER, NORMAN. "American Criticism; a study in literary theory from Poe to the present."

FROST, ROBERT. "West-Running Brook."

MILLAY, EDNA ST. VINCENT. "The Buck in the Snow."

WYLIE, ELINOR. "Trivial Breath."

Doubleday, \$2.50

Scribner's, \$6.00

Houghton, \$3.50

Holt, \$2.50

Harper, \$2.00

Knopf, \$2.50

Drama

O'NEILL, EUGENE. "Strange Interlude."

Boni & Liveright, \$2.50

Religion

BARTON, GEORGE A. "Studies in New Testament Christianity."

Press of the University of Pennsylvania, \$2.00

GARRISON, WINFRED E. "Catholicism and the American Mind.

Willett, Clark and Colby, \$2.50

Biography

Beveridge, Albert J. "Abraham Lincoln, 1809-1859." 2 vols. Houghton, \$12.50 Johnson, Allen, ed. "Dictionary of American Biography."

Scribner's, Subs. per set, \$250.00; vol. 1, \$12.50

HENDRICK, BURTON J., ED. "The Training of an American, the earlier life and letters of Walter Hines Page, 1855-1913."

Houghton, \$5.00

WHITE, WILLIAM ALLEN. "Masks in a Pageant."

Macmillan, \$5.00

Travel and Social Life

GRUENING, ERNEST H. "Mexico and Its Heritage." MEAD, MARGARET. "Coming of Age in Samoa." MONROE, PAUL. "China: A Nation in Evolution."

Gentury, \$6.00 Morrow, \$3.00 Macmillan, \$3.50



Important Religious Books 1928-1929

Selected by Frank Grant Lewis

THE following list of fifty books published during the library year were furnished by the publishers for the Religious Books Round Table exhibit in connection with the American Library Association Conference, held at Washington, D. C., May 13-18, 1929.

The selection was made by Frank Grant Lewis, Chester, Pa. Small library list starred.

In commenting on the list Mr. Lewis said, "As the Religious Books Round Table books for the library year now closing I have selected a list which I do not expect to be satisfactory to any one. Catholics will be pleased to find so many titles from the Catholic point of view but at the same time they will regard many others as unwelcome if not distressing. Protestants will be glad for some of the titles from the

Protestant standpoint but many of them will note with extreme regret that Catholics receive the places which are given to them. Those who are interested in religion from a very liberal angle will welcome the attention which some of the works from their pens have been given but they will think it most unfortunate that conservatives should be allowed to speak, as some of the titles on the list give them place. Conservatives are likely to regard it as highly destructive of religion when they observe that the list contains books which to some of them at least will be abhorrent. It may be, however, that, because of such varied characteristics and unwelcome points of view for nearly everybody, the list is in some sense representative and worthy of attention on the part of librarians and library readers."

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- *AGAR, FREDERICK A. "Enlisting Laymen." Judson Pr. \$1.00
- *AINSLIE, PETER. "Scandal of Christianity." Willett. \$2.00
- AMES, EDWARD S. "Religion." Holt. \$3.00
- ATKINS, GAIUS G. "Making of the Christian Mind." Doubleday. \$3.00
- BARTH, KARL. "Word of God and the Word of Man." Pilgrim Pr. \$2.25
- BARTON, GEORGE A. "Studies in New Testament Christianity." Oxford Univ. Pr. \$2.00
- *Beaven, Albert W. "Fireside Talks for the Family Circle." Judson Pr. \$1.25
- *Blanchard, Ferdinand Q. "How One Man Changed the World." Pilgrim Pr. \$1.50
- Bonsall, Elizabeth H. "Famous Bible Pictures and Stories They Tell." Amer. S. S. Union. \$1.50
- Bosch, Herbert A. "Not Slothful in Business." Doubleday. \$1.75
- *Brown, William A. "Beliefs That Matter; a Theology for Laymen." Scribner. \$2.75
- Brown, William N. "Indian and Christian Miracles of Walking on the Water."

 Open Court. \$2.00
- *Browne, Lewis. "Graphic Bible." Macmillan. \$2.50
- BUNDY, WALTER E. "Religion of Jesus." Bobbs. \$3.50
- *CLARK, ELMER T., ED. "Missionary Imperative: Addresses." Cokesbury Pr. \$2.00
 *COMMITTEE ON DISCUSSION COURSES FOR HIGH SCHOOL BOYS "Iesus and a
- *Committee on Discussion Courses for High School Boys. "Jesus, and a Boy's Philosophy of Life." Association Pr. 60 c.
- COLLIN, CHARLES A. "Evolutionist Looks at Religion." Stratford. \$2.50
- Douglass, Harlan P. "How to Study the City Church." Doubleday. \$2.00
- *FAUNCE, WILLIAM H. P. "Facing Life." Macmillan. \$2.00
- *FISKE, CHARLES. "Confessions of a Puzzled Parson." Scribner. \$2.00
- GARRISON, WINFRED E. "Catholicism and the American Mind." Willett. \$2.50
- GRIMAUD, CHARLES. "My Mass." Benziger. \$2.00
- Gugenheimer, Samuel H. "Need of a New Bible and a Creedless Church. Greenberg. \$3.50
- Guild, Lewis T. "Cosmic Ray in Literature." Cokesbury Pr. \$2.00
- GWYNN, DENIS R. "Hundred Years of Catholic Emancipation." Longmans. \$4.00
- HARRIS, THOMAS L. "Christian Public Worship." Doubleday. \$2.00
- HOWLETT, WALTER M., ED. "Religion the Dynamic of Education." Harper. \$1.50
- *HUTCHEON, ROBERT J. "Frankness in Religion." Macmillan. \$2.50
- INTERNATIONAL MISSIONARY COUNCIL. "Jerusalem Meeting of the Council." 8 v. The Council. \$7.00
- JONES, JOHN D. "Inevitable Christ." Doubleday. \$2.00
- *Jones, Rufus M. "New Quest." Macmillan. \$1.75
- KEABLE, ROBERT. "Great Galilean." Little. \$2.50
- KOHLER, KAUFMANN. "Origins of the Synagogue and the Church." Macmillan. \$2.00
- KNOX, EDMUND A. "John Bunyan in Relation to His Time." Longmans. \$1.40
- *LEACH, WILLIAM H. "Church Finance." Cokesbury Pr. \$2.25
- LEH, LEONARD L. "Christianity Reborn." Macmillan. \$2.00
- McConnell, Francis J. "Humanism and Christianity." Macmillan. \$1.75
- McKendry, James B. "Life of Jesus; for Junior High School Pupils." Judson Pr. \$1.50
- MATHER, KIRTLEY F. "Science in Search of God." Holt. \$2.00
- MATHEWS, SHAILER. "Jesus on Social Institutions." Macmillan. \$1.50 "Official Catholic Year Book." Kenedy. \$4.00

PARKER, FITZGERALD B. "Practice and Experience of Christian Worship." Cokesbury Press. \$2.00

PHELPS, EDWIN P. "Path-finder in Church Work with Young People." Judson Press. \$1.25

POPE, HUGH. "Catholic Church and the Bible." Macmillan. \$1.00

ROBINSON, WILLARD H. "Parables of Jesus." University of Chicago Press. \$2.00

*Ross, John E. "How Catholics See Protestants." Inquiry. 25c.

*Skinner, Otis, and Others. "They Believe." Century. \$1.25

SMYTH, JOHN PATERSON. "Boys' and Girls' Life of Christ." Revell. \$2.50

*Stewart, George. "Can I Teach My Child Religion?" Doubleday. \$1.50

SUNDAR SINGH. "With and Without Christ." Harper. \$1.50

TURNBULL, GRACE H. "Tongues of Fire." Macmillan. \$3.50

Two Great Commercial Booksellers

The Brothers Foyle Have Built an Astounding Business in Twenty-five Years

Ruth Brown Park

In a traffic jam at Manette Lane and Charing Cross Road, our omnibus was halted. Peering out through thick masses of fog, we thought we saw the outlines of a crowd watching the returns of a Yankee Stadium baseball match. Immediately, we hopped off the bus, remembering simultaneously, that this was London, not New York, and there were no baseball returns.

Then, what was the crowd? We skirted it. We attempted to elbow through it; to climb under it. We were blocked. Suddenly, an arm shot up in front, and a yellow-backed book was held high over the pushing group. Then another. People were buying books under pressure—at bargains, just as at Macy's they buy bath mats and stationery. We backed away a bit. We went round to the front of the shop. It had a corner location. Across the windows we read, "Foyles—Foyles For Books. Bargains in Books at Foyles."

We looked in the windows. The first three were open, filled with reprints and cheap series of books. They were arranged much like the American newsstand, and a customer, picking out what he desired, paid a hatless clerk in a long smock, patrolling the pavement in front of the shop. The next two windows were closed and through the glass we saw a ticketed display of first editions and fine bindings, along with the latest in regular modern editions.

We rounded the corner again. Still the pushing crowd of book buyers! We looked across narrow Manette Lane and saw another shop, "FOYLES FOR MUSIC." We crossed the Lane and went in. Row upon row of new and old books on music. Row upon row of closed drawers, filled with sheet music. We spoke to the clerk:

"How do you know where to find all this?"

"Oh! You memorize titles and place them in memory on the shelves. Memory is everything in bookselling."

We nodded and continued walking about. We looked up and down the magnitude of music bibliography, tucked into a comparatively small yet compact space. There was no attempt at decoration. There was no room for it. Books blotted out every inch of available space.

We left, realizing that if a complete

memory were required of all that stock, we could never sell books in London.

Again the crowd, reinforced now by

new buyers.

We looked up the Lane: a large excavation space behind the music shop; apparently, a new building going up. Then beyond the excavation another store with a big sign across its exposed side, "Foyles Library." We strode up the Lane, pausing to peer into the great cavity, and heard a workman tell a passerby, "This here space will soon be Foyles' new sixstory building—with two lifts."

We went on into the next building. On the first floor we found a small rental library. Up a flight of rickety stairs, we found belles-lettres and biography. Up still another flight, poetry. There was both new and second-hand stock, with titles to please a variety of tastes. But no pretense at decoration—an old building, old book shelves, old fireplaces. A kind of dark

brown feeling over everything.

Coming out again on Manette Lane, we squinted through the cloudy mid-day atmosphere and perceived, still, the crowd. We recrossed the Lane. A further line of bookshops. Foyle competition? No, Foyle it-Another set of them. These, the foreign shops. We entered one. It was very old. Surely, Dickens must be upstairs. We hurried up-four flights up. On the way down we saw each separate floor was devoted to a nation's literature. And each clerk in charge on that floor could speak the language of that nation. Since there was no English floor here, we left. Next door, we peered into the Scandinavian shop—the only shop devoted exclusively to Scandinavian literature in London. did not go in, but, instead, hurried on.

Skirting the bargain hunters, we entered the main building, and asked a frockcoated clerk for the proprietor.

"Which one?"

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"Either," we hazarded.

Slowly, we trailed upward behind the wagging frock tails. We felt as if all the world were papered with books. As if the sky and earth and everything between were simply one mass of books. The feeling was of old books, mostly. Everything seemed a brownish red. We wound up and up towards Heaven, with a pressing in of volumes, round our climbing self.

At the sixth landing, we halted. Then the Frock Coat pulled open a door, and a deluge of snapping typewriters cracked the air.

A whole big room of green-smocked girls was shattering library-like quietness. Not one looked up at the entrance of Frock Coat and the round-eyed American. They bent steadily on, pushing forward Mr. Foyle's correspondence.

Frock Coat left us!

We sat down next a row of British travelers, their cases of books held stiffly on their knees. They looked less dapper than American travelers. Older and more reserved. One could scarcely imagine them at a Commodore Hotel banquet of the A. B. A. in New York. Certainly not at one of the famous "Room Parties."

Presently Frock Coat waggled a return and with me following led the way into

a small, unpretentious office.

Frock Coat then presented Mr. W. A.

Foyle, and departed.

Sitting down we observed him as a surprisingly young man for such a surprisingly overwhelming business and, with his first spoken words, as a surprisingly shy man.

Almost at once he handed us a paper on which were numerous Foyle notes of commerce. Then, seeing our genuine interest and astonishment, he commenced talking, jerkily at first, looking down all the while at his desk, then as he became more and more absorbed, flowingly, with great pride in the real passion of his life, "Foyles Book Stores":

In 1906, the Brothers Foyle, sons of a grocer, were attempting to pass the Civil Government Examinations. They were seventeen and eighteen years old, respectively. They failed to pass and, therefore, were forced to serve in ordinary commercial houses of business. But needing extra money and having no use for their Civil Service books, they advertised them for sale. So great was the flood of replies for these books, that the Brothers Foyle, putting their ears to the ground, sensed a need: "Second-hand books for students."

They did not give up the regular positions at which they were working, but at nights in the home of their parents sold books to students, books which they had picked up around the fringe of their working day. The fame of the brothers soon spread, and as the stock increased, the family were almost crowded out of their home.

So the brothers rented an unoccupied room for five shillings a week, and one of them gave up his regular position to carry on the book business during the day. Business increased steadily, for prompt service was not only promised but given. Every effort, no matter under what handicap, was made to fill an order. That was the moving spirit of their small business then; that is the moving spirit of their gigantic business now—"Prompt Service."

The next move, a sixty-pound yearly lease on a property, found both brothers now selling books. Neither was twenty yet, but both were ardent book merchants.

Things progressed: the first clerk was hired, but not satisfactorily, for he ran off at the end of a week with seven pounds of the store sales, thereby forcing the Brothers Foyle to walk to and from work for many months, to make up the deficit.

But despite embezzlements and other unlooked for setbacks, that sure instinct for correct merchandising saved them then and has "made" them now. They are uncanny at seeing needs and going out to supply them. In five years, they were on Charing Cross Road with a number of helpers, and in ten years, in their present six-story building with a half hundred clerks and close on to a million books, flooding their walls almost to the bursting point.

Now in less than twenty-five years of bookshop ownership, besides the numerous buildings already mentioned, Foyles has already excavated for the largest bookstore in the world. These are the plans: Six floors with two lifts, covering 30,000 square feet; six floors capable of housing The floors will, of 2,000,000 volumes. course, be divided into departments: a foreign department of 100,000 volumes, with a separate department for each language. A fiction and library department of 100,000 volumes. Music, piano, gramophone and audition rooms. A department of 200,000 school books, which can accommodate as many as 500 customers at one An auction room. A periodical room where back numbers of almost any published periodical may be found. And a lecture hall where free lectures and debates by well-known authors will take

place. These are just some of the many plans for the addition.

At the present time, the Foyles employ 150 assistants; they receive on busy days as many as 4,000 letters from customer inquiries. They issue yearly twenty-two different catalogs; of one catalog alone—School Books—50,000 copies are printed, One purchase from the army disposal decided the fate of 50,000 volumes at one stroke. An average of 40,000 books are sold a week; 2,900 customers have been served in one day. The present stock consists of 2,000,000 volumes on 22 miles of shelves. As many as 4,500 parcels are mailed weekly.

These and many others are the figures to which I listened from one of the Brothers Foyle. They were so gigantic it was hard to comprehend them. It seemed, sitting there in that gas-heated room, as if the world were a world of books alone, and that books would spring arms and

legs and supplant people.

And this was even more strongly felt, as later we made a tour of the organization and visited the eighteen different departments into which the concern is divided. Each department manages itself independently, and has an expert at its head. The theology books have an ex-clergyman in charge of them. The rare books are under a scholar: library work under an exlibrarian, so on down the line. Foyles' Educational Department is a separate company, "Foyles, Ltd.", and has its own stock room and staff. But gradually, Manette Lane is becoming Foyle Lane. Gradually, no stick or stone but will house a book of Foyle ownership. Books for London; books for England; books for the United Kingdom; books for America; for Soviet Russia (a recent sale of \$25,000 was made to that Government alone); yea, verily, books for the entire world.

And so with less than twenty-five years of bookselling behind them; with no hereditary bookselling claims on which to fall back; with simply a tremendous energy and determination for service, the Brothers Foyle have built up a really astounding commercial book business, in one of the most hereditary parts of Old London.

Goodbye Crowds! Goodbye Books. Goodbye Manette Lane! We are off to

Paris!—and perfumery.

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In the Bookmarket

A NEW novel announced by Houghton Mifflin for the fall is "Laughing Boy" by Oliver LaFarge. It is a novel of Indians, but not the wild west circus supplement Indians. His short story, "North Is Black" in the "Best Short Sto-

ries of 1927" proved an uncanny knowledge of the Indians' psychology, and those who have read that story, or his others in The Dial and other magazines will look forward to "Laughing Boy" with interest. Mr. La-Farge, who is a grandcon of John LaFarge and a son of Grant La-Farge, is an explorer and has been associated with several archeological expeditions into Mexico and Central America. 🪜 🚜 🚜

Thomas Beer has returned from Europe with the manuscript of his new book, "Hanna," which Knopf will publish in the fall. Eugene Wright, in spite of Corey Ford, is in the Sahara Desert, on the first lap of his African

trip, and Corey Ford, in spite of June Triplett, is dividing his time between Larchmont and New York. Stephen Graham, whose most recent book, "The Lay Confessor," has been published by Knopf, is spending a few weeks in Springfield, Ill., with Vachel Lindsay. Mr. Lindsay and Mr. Graham once did a lot of tramping in the Rockies, as readers of "Going to the Sun" and "Tramping with a Poet in the Rockies" may happen to remember.

John Cowper Powys, whose two-volume novel "Wolf Solent" has made an impressive appearance, will sail in a few days for England where he will stay three months. Llewellyn, T. F., John and Philippa Powys all live within a mile of each other in Dorset. Before leaving John Powys will deliver to W. W. Norton the manuscript of "The Meaning of Culture" which is to be

published in the fall. Several reviews of "Wolf Solent" have spoken of it as Mr. Powy's first novel. There are, however, two earlier ones, "Wood and Stone" and "Ducdame." & & Carl Van Vechten has sailed on the Majestic. Where he is going his publishers do not know, nor what manuscript he will bring back with him. Presumably a new novel. 🤻 🚜 🚜

Gossip has a couple of things planned for the summer. Burton Rascoe is due to go with Plain Talk in August and The Dial we hear with regret is reported discontinuing after the July issue. The Enit Prize of 5000 lire, initiated this year

and hereafter to be given annually by the Italian government for the best piece of writing having Italian travel as its background, has been awarded to an American, Paul Wilstach, for his "An Italian Holiday." Mr. Wilstach's book is published by Bobbs-Merrill.

"Three Points of Honor," the story by Russell Gordon Carter that won the Little, Brown-Boys' Life \$4,000 prize has appeared in book form. The setting is partly in a bookshop where the hero works and we reproduce on this page 'he frontispiece. It is done by Harrie Wood and in the book it appears in color.



The frontispiece for "Three Points of Honor" by Russell Gordon Carter, Little, Brown

THE Publishers' Weekly The American BOOK TRADE JOURNAL

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EDITORS
R. R. BOWKER F. G. MELCHER

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June 1, 1929

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

The Competition with Books

HOW much do modern inventions interfere with the time for reading and what advantages have books in holding their own against such competition? This is a practical subject for discussion among book people, and we are interested to have the opinions of Carl Sandburg, who gets his share of the public's reading time but who also understands something of the competitive appeal as he has been a movie editor of the Chicago Daily News.

"There are several advantages which the book has over the theater," he said to us "In the first place, when the other day. the evening comes it takes a certain amount of time to get to a theatre and back, and this time is saved if one picks up a book right at hand. Secondly, movies or theatrical entertainment take two or three hours or nothing. Sometimes a play is stretched beyond its natural limit in order to make a full evening's entertainment. That extra time is lost. Again, if one is to enjoy the theater, a thousand others must have agreed to go on the same evening or the production cannot be put on. Again, no stage performance or movie can allow for going back over choice and enjoyable spots as one does with a book. The play or film has to go on and on, while wit a

book one can turn back over a special de-

lightful chapter or move more rapidly over less interesting stretches. And for a fifth reason, if you find yourself in the wrong mood to enjoy a play, there is no chance to change, but, if it is a book, you can put that down and pick up another." These very valid and interesting reasons are well worth thinking over.

Tariff Method Changed

THE provisions of the new tariff act which have to do with the method of determining the basis of value, which have seemed unsatisfactory to many publishers, are protested against in an action of the Merchants' Association of New York. In a telegram to the House Committee on May 24th, this protest said in part: "This association urges the committee not to retain provision, Section 402, paragraph B giving appraisers of merchandise final determination of basis of dutiable value subject only to appeal to Secretary of Treasury. We believe present system of court review of such decisions imperatively necessary in interest of uniformly fair and legal treatment of domestic manufacturers producing competing merchandise as well as of importers. Administrative officials should not have such judicial powers. Also believe Section 518 changing name Customs Court to Board of General Appraisers highly undesirable." Late word as we go to press is that this important change has been made in the draft.

Publishers at the Convention

THEN the booksellers voted at their convention to increase the dues according to the amount of business done in order to have sufficient funds to increase the activities of the Association, they did not expect to apply this to those publishers or publishers' representatives who have kept a membership in the organization, so an associate membership has been created which would permit this cooperation and contact. This Associate Membership, however, is without the power to vote. As far as we can judge of meetings in recent years, the presence of publishers has meant a stimulus and interest in the convention and has not affected the voting on any association issue, but certainly all final decisions must be those of the booksellers.

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It is certainly the booksellers' desire that publishers and their representatives should continue their interest in the convention and to make the discussions in the corridors and in the halls more informing by their participation. At the Boston Convention, probably because of the sharpness of the issue as to book clubs, there were an unusual number present.

The contribution of the publishers to the platform discussion of the booksellers' conventions has been very important, and many new subjects have received illuminating presentation from them. It was Mr. Doubleday's optimistic comments at the Philadelphia Convention of 1920 which threw the weight of trade interest toward Louis Keating's suggestion of a Year Round Book Campaign. When major developments of such significance are under way there should be mutual understanding and common cause from the very start, and experience seems to point to the booksellers' convention as the place where many new movements get their first

"Highbrows, a Lecture on Reading"

HEN the Corner Office had an evening at the movies recently in Denver, it was a pleasant surprise to have a new type of reading propaganda put on the screen. It was a talkie film called "Highbrows, A Lecture on Read-The first speaker who appeared on the screen was calling up his friend to ask him to come to a poker party. His friend then appeared on the screen comfortably ensconced in a good reading chair with a book in his hand; he reached for the telephone, heard the invitation but said he preferred to stay and read. Speaker A chaffed him on any such plan as that and finally B declared that he could tell A three stories over the phone and would bet him \$100 that he wouldn't put the receiver down till the end. He then proceeded to tell him the gist of three famous short stories—De Maupassant's "Regrets," Dunsany's "The Guests" and O. Henry's "Gifts of the Each story was acted out. didn't put the receiver down and lost the \$100. The moral was, why not spend more time reading?

Three for Five

ITH all our booktrade experimenting it is natural that some old methods of merchandising shall be brought out and tested for continuing value. This month the Crime Club is suggesting to retailers the use of the old threefor-five method of selling. It is suggested by the Club the soliciting of subscriptions at reduced price for three successive books in place of one will increase the bookseller's total at July's low ebb in business and thereby better his condition.

Desirable as it is to increase July sales, those who have watched the steady development of the booktrade toward the fixed price standards, with emphasis on competition in service and merchandising ability rather than on competition in price, will doubt the value of this well-intended suggestion. If Crime Club mysteries are sold at three for \$5, why not Dutton mysteries at three for \$4.75 or Harper mysteries at three for \$4.00, etc.? It comes down to a competition between publishers and not a competition between the excellence of the We are inclined, also, to believe, that the public look upon the three for fifty cigars as a little less excellent than those at twenty cents straight, and they would be inclined to think that Crime Club books, because of this special offer, were a little less desirable than those sold at \$2.00 straight. Considering what the booktrade went through a generation ago to remove competition by price, is it worth while to reintroduce the same situation?

We have the same feeling about the use of books as premiums, and the giving away of "The Bridge of San Luis Rey" as a premium for a subscription to a set of paper books justified the resolution at the American Booksellers' Association convention in condemning that practice as unsound and unprogressive.

Special Bookmaking Section In This Issue

Page 2590

Chicago Book News

Milton Fairman

of the Chicago Evening Post

A LFRED HARTOG has been appointed manager of Brentano's Chicago store in the Pittsfield building to succeed Sidney Avery, who has been connected with the house for a number of years and who is now retiring. Mr. Hartog is new to the city, save for a few brief business visits in the past. He was formerly manager of the Columbia University Press bookstore.

N N N

The Chicago Daily News staff is represented by two publications on spring lists. "Pot Shots from Pegasus" from the clever pen of the late Keith Preston, who conducted the "Hit or Miss" column in the daily, has been issued by Covici-Friede, and Bobbs-Merrill has published "Four Faces of Siva" by the versatile Robert Casey. Both books have been featured during the last month in exhibits of the leading shops in town.

JE JE JE

Dr. Maurice L. Ettinghausen, bibliographer for Maggs Brothers of London, was a recent Chicago visitor. Dr. Ettinghausen brought with him a rare letter from Diego Columbus to Cardinal Ximenez which antedates the three manuscripts by Columbus in the New York Public Library and is valued at \$125,000. Also in the Maggs Brothers' collection, which was shown in the bookrooms of Walter M. Hill at 25 East Washington street, were two bibles from the library of Napoleon which showed but few signs of use; a number of oriental illuminated letters; and the prospectus for the new catalog of the King of Portugal's library which his exiled majesty is now preparing in England.

JE JE JE

Gertrude Baker, the proprietor of the Something-to-Read Club, has announced the opening of a new shop and circulating library at 6401 North Western avenue. This is the third combination library and store which Miss Baker has established in Chicago.

The Hotel Sherman, whose halls ring thruout the year with thrilling speeches from sales directors, recently departed from tradition to sponsor an event unique in its history. Thornton Wilder lectured to a crowd of admirers which packed the grand ballroom of the hotel to the doors. The lecture was a success, and it seems probable that the literary experiment may be repeated in the near future.

A & A

Vera Caspary, author of "White Girl," and a former Chicagoan, was another recent visitor. She dropped into The Post office for a call on Llewellyn Jones, and was guest of honor at a tea given by Max Lippitt at the Washington Book Company shop, 1012 Rush street.

* * *

Vachel Lindsay was welcomed home to Illinois a few weeks ago by a dinner given by *Poetry* and attended by a host of his friends and admirers. Writers, booksellers, and people who read books all greeted the poet at the reception given at the Hotel Sherman.

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Mr. and Mrs. T. Cooper of the Walden Bookshops sailed recently on the North German Lloyd and by this time are touring Parisian bookshops. A. Kroch of 216 North Michigan avenue and Mrs. Kroch are in Rome, and Mrs. Marcella Burns-Hahner of Marshall Field's is in Paris after a buying tour in London.

N N N

Helen West Heller, whose recent woodblock book attracted considerable attention, was represented in an exhibit of woodcuts shown a few weeks ago in the University of Chicago Bookstore.

English Booktrade News

From Our London Correspondent

The Book Society

THE criticisms of this Society increase rather than diminish. A corresponddent of the Newsagent-Booksellers' Review who signs himself "Bookseller and Bookreader," says: "I have had the opportunity of perusing the booklet issued by this new venture, and am bound to say that I can find nothing in it to convince me that booksellers are going to benefit from it. Indeed. I think we shall find it an unfair competitor." That is the general opinion of booksellers, and emphasizes what David Roy of W. H. Smith & Sons has said, that "the welfare of books is bound up in that of the bookshops." We agree with the correspondent that "Mr. Walpole and some of the others connected with him are honest in their beliefs that they are helping to promote the reading of books, but they have been badly advised." In the Spring issue of Smith's Book Window appears the following: "One doubts very much whether, in a country that is well stocked with bookshops and circulating libraries, it can hope to duplicate the success of its American prototype. We agree that the public stands in need of guidance in the choice of books to read, but surely they are not without it. Are there not dozens of publications of repute in which one may daily, weekly, or monthly, receive the advice of the best critics of the day?"

National Book Council Lectures

We are very much interested in the announcement that the National Book Council are continuing their lectures. The one last year which was given by Mr. Blackwell on the production and distribution of books was very well received, and now comes the news that the N. B. C. has arranged for several new lectures and demonstrations which started with one at the Victoria and Albert Museum on fine bindings, printings and so forth. Later there will be lectures on paper making, printing processes, cloth binding, and indexing and reference. One of the most interesting will



May Godwin
the director of the F. and E. Stoneham
Library in London, about whom Ruth
Brown Park wrote in the "Publishers'
Weekly" of April 6th

be that which is to be given by Gerard Hopkins at the University Press, on the work of the publisher's office. It will be remembered that Gerard Hopkins is also a rising novelist. At some later date that notable bookseller, John G. Wilson, will talk about selling books to the public, and all other details of the booksellers' shops.

A Hungary Week of the Book

A "Week of the Book" was held in Hungary from May 13-20th. The Minister of Education, Count Klebelsberg, was elected president of the preparatory committee, and addressed an appeal to the public emphasizing the importance of the movement from a cultural standpoint. This scheme was planned for the encouragement of art and literature and the allied trades, it has been decided to hold. Italy has a similar celebration a fortnight later.

A George Washington Letter

It is not often that a letter from George Washington is put up for sale in London, but a very fine autographed letter dated November, 1781, was sold at Sotheby's the other day for £560. It was bought by A. J. Scheuer, of New York, for the State of Maryland. The letter is in reply to a vote of thanks to Washington passed by the Maryland Assembly, and addressed to the Hon. George Plater, President of the Senate, and the Hon. Thos. Cockey Dey, Speaker of the House of Delegates.

Book Binding

Douglas Cockerell has prepared for publication through Humphrey Milford a volume to be called "Some Notes on Bookbinding." This will be illustrated with a certain number of line drawings. Later we are to have two other big binding books. They are both by G. D. Hobson. One is to be called "English Bindings Before 1500" and the other "Bindings in Cambridge Libraries." We understand that there are to be limited editions. In the "English Bindings Before 1500" will be found a number of appendices which deal with certain special departments of the subject such as "Early Irish Binding and Sachels," "English Culture of the Twelfth Century and the Nationality of Some Romanesque Bindings" and "English Cut Leather Work, 1300-1500."

What Others Think

The paragraphist who writes about bookselling without special knowledge, is always likely to say something, however inexact and unauthoritative it may be, that is at least amusing. The following comes from a popular London evening paper: "More and more facilities are provided every day. What puzzles me is that, in spite of cheap cars, the cinema, numerous sporting occasions, and the many other means of amusement, book sales show no sign of diminishing. It might be expected that these rival attractions would hit publishing firms severely, especially when the price of a novel is compared with the price of a seat at the cinema. Yet lending libraries are doing a roaring trade, and books are selling by the thousand where formerly they went in hundreds." It all sounds very nice, but the man is venturesome when he tries to dismiss, in a hundred or so words, the present situation in publishing and bookselling. Still, it's good to know we are all doing a roaring trade!

Best Sellers

There are several spring books that are doing well, but the most remarkable success of all is Remarque's astounding novel—one sometimes thinks it something different from a novel—"All Quiet on the Western Front," published by the Putnams. In Germany the book has passed the half-million mark, and the London publishers report that in but a week or two, the British sales have gone beyond 50,000 and the demand is growing. Everyone seems to be talking about it, reading it—and buying it. One sees it in all the shops and on the bookstalls.

Travelers Go to Rye

ON May 28th the Associate Book Travelers held their second annual Field Day at the Rye Country Club—and what a swell party it was! Under ideal weather conditions they golfed, tennissed and bridged, partly for the "bags of gold" prizes but mostly for fun. The lucky ones were:

Golf: James Quinn, Quinn & Boden

Ist prize

Ray McCann, E. P. Dutton & Co. 2nd prize

Tennis: George Jones, Robert M. Mc-Bride 1st prize Burton Laffe, Brentano's

2nd prize

Bridge: L. C. Greene, Publishers' Weekly

Ist prize

Geo. M. Reinfeld, Turck & Reinfeld

2nd prize

June on the Ile de France

JUNE TRIPLETT, the shipwrecked daughter of old Cap'n Ezra Triplett, was rescued in New York harbor, May 29th, by the s.s. Ile de France and was given a warm reception by her publisher, George Palmer Putnam, and five score editors who had heard of the exploits which she had recorded in "Salt Water Taffy." A good time was enjoyed by all.

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Association Activity

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Ellis W. Meyers

THERE may have been at one time a difference of opinion as to the booksellers' attitude toward the book club method of distribution, but the Convention undoubtedly made clear the consensus of opinion of the retailers. There can no longer be any doubt of what the booksellers think, nor can one overlook the fact that they feel that they have been discriminated against in favor of a system that harms their businesses.

The indictment of the book clubs is based on the sound principle that the stores, shops and departments are necessary not only to the publishers who must have them in order to distribute many thousands of books each year, but to the public which is desirous of reading many hundred times the twelve books issued annually by any of the mail order houses. The Convention presented a bill of particulars that cannot be disregarded. Starting with the premise that a selection of a "best" book of the month is an impossibility, an absurdity, and an intellectual sham, it develops the facts that the excessive discounts allowed to these organizations permit them to exercise a power of advertising that gives them an importance which they do not deserve; that they have assumed the garb of educators which is not their function; that they have discouraged the reading of book reviews and the browsing in bookstores, and that they have diverted so much attention to the very small number of books for which they are responsible that other books of equal merit, and their publishers and authors, are being handicapped. In summarizing the protest the booksellers call attention to the growth of parasitical practice tending toward monopoly and restraint of trade.

The situation cannot be considered lightly by either publisher or bookseller. The resolution expresses the opinion of the leaders of the retail trade, and there is little possibility but that those booksellers who were not present will concur. There is, however, more to be done than the mere passing or supporting of a resolution. Those who were not at Boston, and even those who were, should without delay, express their individual feelings to everyone interested in the retailer's opinion.

The situation then is this. That the retailers' experience has been that this method of distribution cannot fit into the trade without distributing business that has been built up over a long period of time. If that is the case, there can be no cooperation between individuals of the trade and these mail order houses providing, of course, that the individual of the trade is interested in developing that which is apparently his greatest asset. It seems conceivable that the bookstore sales can be multiplied through the concerted action of publishers and booksellers who together should make an effort to attract new customers. The comparatively small profit that may come to anyone through contact with a book club might, as a consequence, become even less attractive than it is today. The development of new markets is in line with sound commercial practice, and it is essential that the trade as a whole judge what is good practice and what is not. There is every reason to believe that the majority will be pleased to adopt plans that make for a larger book business and there is no reason to believe that any concern will wish to continue a practice which is considered harmful to the industry.

Obituary Notes

CHARLES H. DITSON

CHARLES H. DITSON, president of Charles H. Ditson & Company, well-known music publishers of New York, died at his home en May 14th. Mr. Ditson was the son of Oliver Ditson, head of the great music publishing business in Boston. He entered his father's business in 1865 at the age of twenty. In 1867 he came to New York in the same field and subsequently developed a business under his own name. He has lately been president both of Oliver Ditson & Company, Boston, and Charles H. Ditson & Company, New York.

GARRETT PUTNAM SERVISS

Garrett Putnam Serviss, well-known writer on scientific subjects, died in Englewood on May 24th at the age of seventy-eight. He was the author of many books on science and astronomy. Mr. Serviss was born in Sharon Springs, N. Y. in 1851 and took degrees at Cornell and Columbia. He was the author of "Astronomy With an Opera Glass," Appleton, 1888; "Pleasures of the Telescope," Appleton, 1901; "Astronomy With the Naked Eye," Harper, 1908; "Curiosities of the Sky," Harper, 1909; "Astronomy in a Nutshell," Putnam, 1912, and other books on astronomy, including some that are classed as semi-scientific novels.

Communication

DISCOUNTS TO SUBSCRIBERS

Plain Talk, New York City, May 10, 1929.

Editor, Publishers' Weekly:

In the April 27th issue of the Publishers' Weekly, there is a letter by Arthur Brentano accusing Plain Talk of running a reading club by which subscribers could get books at 25% off. Mr. Brentano is entirely blameless for the statement since he did not understand the situation.

What Plain Talk is doing is making a laboratory test on the book club plan to determine whether it hurts retail trade in the bookstores. The number of members in Plain Talk Reading Club is limited to twenty-five—less than one to each state in the Union. So far, there are only twenty

members. Only five hundred letters were sent out and it was planned to send out only one hundred more. The plan was not extensively advertised because it was a test and we didn't want more than twenty-five members for the simple reason that we didn't want the reaction from the booktrade which has now been brought about.

The plan is not even, as he says, a subscription proposition, because subscriptions coming to us from any such plan would not be allowed by the Audit Bureau of Circulation. The only way that Plain Talk or, I think, any other magazine, could go in extensively for a book club plan would be to dispense with all certified circulation and hence advertising, and go in for a knockdown and drag-out fight with the business objective of selling books rather than selling magazines. We had noticed that when the Book-of-the-Month Club selected a book, it almost automatically became a best seller in almost all stores. Similarly with the Literary Guild. This would indicate that the book clubs were a help to retail stores, for not even the excellence of the books selected could give them the advertising value of the selection. But there were other factors. How much do clubs, for instance, promote or hinder the sale of books generally in the regular trade channels? This we intended to look into.

We did not tell the people whom we were soliciting for membership that this was a test because the effectiveness of the research would be spoiled thereby. If members were conscious that we were going to question them as to how much the membership had diverted their book buying from the retail stores, the results would have been discounted as, indeed, they will be now, for we shall not even now pursue the test due to the publicity given to the matter.

I have talked to Mr. Brentano about his letter and he has assured me that he entirely misunderstood the situation for quite obvious reasons and, as I said above, I hold him entirely blameless for his assumptions, but in view of the fact that a number of bookstores have read his letter in Publishers' Weekly and have written to us, I would appreciate it if you would put this letter in type.

Sincerely yours, G. D. EATON. ly

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The Weekly Record of New Publications

HIS list aims to be a complete and accurate record of American book publication. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type. The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtain-able only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in brackets, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Adams, Thomas, and others

Population, land values and government. 320p. (bibl. footnotes) il., maps (pt. col.), diagrs. Q (Regional survey of N. Y. and its environs, v. 2) '29 N. Y., Regional Plan of

Air pioneering in the Arctic; the two polar flights of Roald Amundsen and Lincoln Ellsworth. il., maps F c. N. Y., Nat'l Americana Soc., 44 E. 23rd St.

Ellsworth describes the two flights, 1925, from Spitzbergen to 88° North, and 1926, the first crossing of the Polar sea, including his and Amundsen's reports to the New York *Times* at the time, and some other notices. Illustrated by about seventy photographs graphs.

Alcott, Louisa May

Eight cousins, or, The aunt-hill; complete authorized ed. 292p. D [c.'74-'17] N. Y., 50 C.

Aldrich, Thomas Bailey

The story of a bad boy; complete authorized ed. 278p. D [c. '69-'13] N. Y., Burt 50 c.

Askins, Captain Charles

Modern shotguns and loads; together with a treatise on the art of wing-shooting. 425p. il., diagrs. O [c. '29] Marshallton, Del., Small-Arms Tech. Pub. Co.

Asquith, Herbert

Roon. 308p. D c. N. Y., Scribner \$2.50 A story of modern English society in which a woman is torn between her sense of duty and the call of romance. \$2.50

Baer, Julius B., and Woodruff, George P.

Commodity exchanges. 331p. (2p. bibl.) il. 0 c. N. Y., Harper \$5

Description of the operation of commodity exchanges, dealings in rubber, silk, cotton, grain, metal, etc., for trader, dealer, producer and manufacturer.

Baker, Mrs. Christina Hopkinson

The story of Fay House. 141p. (9p. bibl.)
il. D c. Cambridge, Mass., Harvard \$2
The history and associations of the first home
of Radcliffe College.

Balmer, Edwin

Dangerous business. 279p. D (Copyright fiction) [c. '27] N. Y., Burt

Banning, Mrs. Margaret Culkin

Pressure. 311p. D (Copyright fiction) [c.'27] N. Y., Burt

Beach, Stewart

Short-story technique. 273p. D [c.'29] Bost., Houghton \$2.50; \$2

Beers, Lorna Doone [Mrs. C. R. Chambers]
A humble Lear. 381p. D [c. '29] N. Y., Dutton The story of a Minnesota farm family in the relation of its various members to the father. The Dutton book-of-the-month for June.

Bell, James M., and Gross, Paul M.
Elements of physical chemistry.
diagrs. D c. N. Y., Longmans 479p. \$3.75

Bishop, Farnham

The story of the submarine; rev. and enl. ed. 243p. (bibl. footnotes) il., diagrs. D [c. '16, '29] N. Y., Century \$2

Bliss, Henry Evelyn

The organization of knowledge and the system of the sciences; introd. by John Dewey. 453p. (2p. bibl. notes, bibl. footnotes) diagrs. O [c. 29] N. Y., Holt \$5
On the classification of knowledge especially in relation to libraries and their educational function.

Bottomley, Gordon

Scenes and plays. 122p. O c. N. Y., Mac-\$2.50

Eight dramatic pieces in verse, which are to be performed at John Masefield's theatre on Boar's Hill near Oxford.

American Public Health Ass'n. Committee on Administrative Practice Appraisal form for city health work; 3rd ed. rev. 107p. O [29] N. Y., Author 75 c.

Brady, George S.

Materials handbook; an encyclopedia for purchasing agents, engineers, executives and foremen. 428p.
S'29 N. Y., McGraw-Hill flex. cl. \$4

Bowen, Ezra

Social economy; a text in problems of American democracy. 591p. (2p. bibl.) maps, diagrs. D [c.'29] N. Y., Silver, Burdett

Government, education, labor, immigration, transportation and other social problems in a textbook for high school students by the head of the Department of Economics in Lafayette College.

Pleasant Jim. 276p. D (Copyright fiction) [c. '27] N. Y., Burt

Brandeis, Madeline

The little Dutch tulip girl. 192p. il. D (Present-day story travel b'ks.) '29 Chic., A. 68 c.

The little Swiss wood-carver. 160p. il. D (Present-day story travel b'ks.) '29 Chic., A. Flanagan

The wee Scotch piper. 159p. il. D (Presentday story travel b'ks.) '29 Chic., A. Flanagan

Brazil, Angela

Captain Peggie. 306p. il. D [c. '24] N. Y., Burt

Brown, William Adams, jr.

England and the new gold standard, 1919-338p. (bibl. footnotes) O '29 New Haven, Conn., Yale
The author is assistant professor of economics at Brown University.

\$4

Burnett, W. R.

Little Caesar. 308p. D c. N. Y., Dial Press

A novel describing a Chicago gang leader's brief period of power, his dramatic rise and fall.

Carter, Leslie H., and Gall, Ellen M., comps. The Banner anthology of one-act plays by American authors. 272p. D [c.'29] Francisco, Banner Play Bur. San \$2.50

Cibart, Walter Robert

Pride of the west [verse]. 40p. S [c. '29] Bost., Christopher Pub. House \$1.25

Clark, Marion G., and Gardy, Wilbur Fisk The early story of mankind. 221p. (bibls.)

il., maps D [c. '29] N. Y., Scribner 88 c.
Greek and Norse mythology and the early history
of the Egyptians, Babylonians, Hebrews, Greeks and
Romans in a textbook for children.

Cook, Thomas R., ed.

Modern American short stories. 556p. (3p. bibl.) D [c.'29] N. Y., Scribner A textbook for high school English. \$1.28

Cooke, Mrs. Grace MacGowan

The man behind the mask. 305p. D (Copyright fiction) [c. '27] N. Y., Burt 75c.

Craine, Edith J.

Libby Lou. 120p. il. (col.) D (Points West ser.) [c. '29] N. Y., Burt 35 c. A little girl's adventures on a ranch. For children from six to ten years.

Crothers, Samuel McChord

Miss Muffet's Christmas party; anniversary ed.; foreword by Anne Carroll Moore. 116p. il. D [c. '02, '29] Bost., Houghton \$1.25

Culver, Raymond B.

Horace Mann and religion in the Massachusetts public schools. 311p. (6p. bibl.) () (Yale studies in hist. and theory of religious educ., 3) c. New Haven, Conn., Yale \$3

Daly, Carroll John

The Hidden Hand. 319p. D [c. '29] N. Y., Clode A detective story, full of excitement.

Dewey, Melvil

Abridged decimal classification and relativ index; ed. 4 rev. to correspond to the few changes in meaning of numbers in ful tables, ed. 12. 184p. O '29, c. '94-'29 Lake Placid Club, N. Y., Forest Press

Diver, Maud, i.e., Mrs. Katherine Helen Maud Marshall

A wild bird. 484p. D c. Bost., Houghton

A story laid in England and India and on board ship between the two. The heroine is Eve, who seeks independence, but whose life is changed by three different men.

Doyle, Sir Arthur Conan
The White Company. 362p. front. D (Copyright fiction) [n.d.] N. Y., Burt 75 c.

Durant, William James

The mansions of philosophy; a survey of human life and destiny. 723p. (6p. bibl.) 0 c. N. Y., Simon & Schuster buck. \$5 An attempt to construct a modern philosophy of ving. A companion volume to "The Story of A companion volume to living. Philosophy

Briggs, Henry Mining subsidence. 222p. (bib diagrs. O '29 [N. Y., Longmans] 222p. (bibl. footnotes) il.,

Railway electrification and traffic problems. 213p. (bibl. footnotes) il., maps, diagrs O (Pitman's transport lib.) '29 N. Y., Pitman \$3

Calvert, Alan Super strength. 220p. il. D '29 Milwaukee, Caspar, Krueger, Dory \$2

Chamberlain, Claude William

The magic of uncommon sense. 110p. S [c. '29]

Holyoke, Mass., Eliz. Towne Co. pap. 50 c.

Codd, A. Mortimer
Practical primary cells. 13.
diagrs. D '29 N. Y., Pitman 135p. il. (col. front.), \$1.50

Committee on Recent Economic Changes of the President's Conference on Unemployment
Recent economic changes in the United States
36p. (bibl. footnotes) O (U. S. Dept. of Commerce;

Elimination of waste ser.) '29 Wash., D. C., Pr. Off.; Sup't of Doc.

Costigan, George Purcell, comp.

Cases on the American law of mining; rev. ed.
644p. diagrs. O [c. '20] Ind., Bobbs-Merrill fab. \$5

Cotton, Harry
Electricity applied to mining. 636p (oibl. footnotes) il., diagrs. O '29 N. Y., Pitman \$10

Darling. Charles S. Exhaust steam engineering. 431p. O '29 N. Y., Wiley \$7.50

Dau, W. H. T., D.D.

Must the church surrender to unbelief? 24p. T

'29 St. Louis, Mo., Concordia Pub. House pap. 5c. DeVette, William A.

course in mechanical drawing. 148p. il. 0 29 Milwaukee, Bruce Pub. Co. apply

Douthwaite, A. H., M.D.

The injection treatment of varicose veins. 57p. D.

29 Chic., Chic. Medical Bk. Co. \$1.50

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The old-timer's tale [western adventure] 144p. il. '29 Chic., Canterbury Press

Eliot, George, pseud. [Mrs. Mary Ann Evans Cross

The mill on the Floss; ed. by M. Elizabeth Clark. 572p. il. S (Windsor Eng. classics) [c. '29] N. Y., F. M. Ambrose Co. 88 c.

Elsbree, Willard S., and others

The teacher's handbook. 297p. (22p. bibl.) D c. N. Y., Teachers College, Columbia flex. fab. \$2.50 The recent advancement in the field of education reviewed by means of questions and answers.

Farquhar, Francis P., and Phontrides, Aris-

Mount Olympus. 6op. il., maps Q '29, c. '15, 29 San Francisco, Johnck & Seeger, 447 bds. \$7.50 bxd. Sansom

Fish, Marjorie E.

The theory and technique of women's basketball. 151p. il., diagrs. O [c. '29] N. Y., Heath \$1.68

Gardiner, Glenn L.

Practical office supervision. 294p. D '29 N. Y., McGraw-Hill

Garnett, David

No love. 276p. D c. N. Y., Knopf \$2.50 The author's first full-length novel is the story of two very different families living on an island of \$2.50 the English coast.

Gibbons, Floyd Phillips

The Red Knight of Germany; the story of Baron von Richthofen, Germany's great war bird. 383p. il. O (Star b'k) [c. '27] Garden City, Garden City Pub. Co., N. Y. \$1

Glaser, Abram

The mosaic of life; a study of man and the factors in his development. 257p. O [c. '29] Bost., Badger

Goodman, Henry, ed.

Creating the short story; a symposium-anthology. 521p. D [c.'29] N. Y., Harcourt

Gourmont, Remy de

Colours: tr. by Frederic Reeves Ashfield, with two supplementary Colours by the translator [lim. ed.]. 203p. il. nar. D (Blue faun pub'ns.; Renaissance ser.) [c.'29] N. Y., [Bernard G. Guerney, 136 W. 23rd St.]

bds. \$5 bxd.

Greek anthology (The); the amatory epigrams, Palatine ms. completely rendered into English for the first time. 142p. front. nar. D (Blue faun pub'ns.) [n.d.] N. Y., Bernard G. Guerney, 136 W. 23rd St. bds. \$3 G. Guerney, 136 W. 23rd St.

Grove, Harriet Pyne

Merilyn's senior dreams. 231p. front. D (Merry Lynn ser.) [c. '29] N. Y., Burt 50 c.

The mystery of the sandalwood boxes. 240p. front. D (Mystery and adventure ser. for girls) [c. '29] N. Y., Burt 50 c.

Hackbarth, John Carl

The key to better golf; a mental plan. 183p. il., diagrs. O '29 Madison, Wis., Author fab. \$4.50

Hall, Lincoln Withington, and Hall, R. Leigh An approach to definite forecasting. 151p. diagrs. O c. Phil., Univ. of Pa. Press A new method of handling business statistics.

Hamblin, Stephen F.

American rock gardens. 128p. il. S (Farm and garden lib.) '29 N. Y., Orange Judd Pub.

Hart, Philip

The flight of the Mystic Owls. 242p. front. D [c. '29] N. Y., Burt

Hastings, William Thomson, and Mason, Kenneth Oliver, eds.

Essays from five centuries. 494p. (29p. bibl. notes) D [c. '29] Bost., Houghton

Examples of the work of British and American essayists from Montaigne to Christopher Morley, including all types of essays.

Hayne, Coe Smith

Red men on the Bighorn; ed. by the Department of Missionary Education of the Northern Baptist Convention. 123p. il. D [c. '29] Phil., Judson Press
A story of the Indians and the missionaries among them:

Eggleston, DeWitt Carl
Auditors' reports and working papers; ed. by H.
T. Scovill. 305p. O (Wiley accounting ser.) '29
N. Y., Wiley \$5

Emerson, Charles P. Physical diagnosis; 2nd ed. 553p. il. O '29 Phil. Lippincott

Ernst, James E.

The political thought of Roger Williams. 232p.
(19p. bibl.) Q (Univ. of Wash. pub'ns in lang. and lit, v. 6, no. 1) '29 Seattle, Wash., Univ. of Wash.

pap. \$2 pap. \$2

Evans, Charles Hawes
Spinal anesthesia; principles and technique; introd. by W. Wayne Babcock; foreword by Charles
Gordon Heyd. 225p. (12p. bibl.) il. (pt. col.), diagrs.
0 '29 N. Y., P. B. Hoeber \$5.50

Folwell, A. Prescott N. Y., ewerage; 10th ed. rev. 399p. O '29 Wiley \$4.50

Fox, Gordon Electric drive practice. 421p. il. D '29' N. Y., McGraw-Hill \$3.50

Gallagher, J. Roswell
The colour vision of fish. 10p. (bibl.) Q '29 New
Haven, Conn., Yale Journal of Biology and Medicine pap., apply

Gershenfeld, Louis

Bacteriology and sanitary science for students in pharmacy, chemistry and allied sciences. 432p. il. O 29 Phil., Lea & Febiger \$4

Greene, Mrs. Katherine Glass
Stony Mead; a sketch [Campbell family history].
117p. il. O c. Strasburg, Va., Shenandoah Pub. House

Greinke, C. W.

Come and extol the Lord; program for a children's service commemorating the four-hundredth anniversary of the publication of Luther's catechism. 18p.
D'29 St. Louis, Mo., Concordia Pub. House

рар., 5 с.

Hart, Charles Randall Chateaubriand and Homer. 174p. O '29 Balt., Johns Hopkins Press pap., \$1.25 pap., \$1.25 Heagerty, John J., M.D.

Four centuries of medical history in Canada; and a sketch of the medical history of Newfoundland; 2 v. 413p.; 381p. (18p. bibl.) il. O '28 c. [N. Y.] Macmillan \$12 bxd.

Hendryx, James Beardsley
Frozen Inlet Post. 288p. D (Copyright fiction) [c. '27] N. Y., Burt

Henry, O., pseud. [William Sydney Porter]
The four million. 261p. S (Sun dial lib.)
[c. '03-'06] Garden City, N. Y., Garden City

Hodge, William Thomas

Straight thru the door; a mystery comedy in three acts. 123p. diagr. D (French's standard lib. ed.) c. '27, '29 N. Y., S. French

Hoover, Latharo

The Camp-Fire Boys' treasure quest. 256p. front. D (Camp Fire Boys ser.) [c. '29] N. Y., Burt The adventures of three boys in the swamps of southern Florida.

Howard, John H., the Bard of Benzie
Mint o' the muse [verse]. 135p. D [c.'29] \$1.50 Bost., Christopher Pub. House

Hueffer, Francis

Richard Wagner, 1813-1883. 127p. D (Great composer ser.) '29 Milwaukee, Caspar, Krueger, Dory Co. \$1.25

Hurst, Sam N.

The mountains redeemed; the romance of the mountains; a true story of life and love in southwest Virginia. 401p. il., maps. D c. Appalachia, Va., Hurst & Co.

Johns, Lina M., and Averill, May

Moths and butterflies [juvenile]. 128p. il. (pt. col.) D [c. '29] Dansville, N. Y., F. A. Owen Pub. Co.

Judson, Clara Ingram [Mrs. James McIntosh [Judson]

Mary Jane in Scotland. 216p. il., map D (Mary Jane ser.) [c. '29] Newark, N. J., Barse & Co. 50 C. Kaufman, George S. and Ferber, Edna

The royal family; a comedy in three acts; acting ed. 143p. il., diagrs. D (French's standard lib. ed.) c. '27, '29 N. Y., S. French

Kelland, Clarence Budington

Dance magic, 27op. D (Copyright fiction) [c. '26, '27] N. Y. [Burt] 75 c.

Kemp, Harry

Don Juan's note-book [lim. ed.]. 41p. 0 c. N. Y. [Alex. L. Hillman, 80 E. 11th St.] bds. \$5; \$10, bxd., priv. pr.

Klauder, Charles Z., and Wise Herbert Clifton

College architecture in America, and its part in the development of the campus. 320p. il., maps, diagrs. O c. N. Y., Scribner A book on college planning, copiously illustrated.

Labiche, Eugène Marin, and Martin, Edouard Le voyage de Monsieur Perichon; ed. for school use by Edna C. Dunlap. 218p. il. (col. front.) map S [c. '29] N. Y., Amer. B'k. 84c.

Langley, John Prentice

Air voyagers of the Arctic, or, Sky pilots' dash across the pole. 216p. il. D (Aviation ser.) [c. '29] Newark, N. J., Barse & Co.

Laughlin, Clara Elizabeth

Where it all comes true in Scandinavia; the experiences and observations of Betty and Mary as related by their aunt. 340p. il. (col. front.), map D c. Bost., Houghton The author's second travel book for children.

Lowie, Robert H.

Culture and ethnology. 189p. D'29 N. Y., Peter Smith \$2.50

Lundberg, George A.

Social research; a study in methods of gathering data. 391p. (28p. bibl.) D c. N. Y., Longmans The author is associate professor of sociology in the University of Pittsburgh.

Hennig, William E.

How to wind direct current armatures; 2nd ed. 205p. il. O '29 Milwaukee, Bruce Pub. Co. \$3

Hogg, James Oliver Wage tables for h

Wage tables for building contractors compiled by quarter hours from one to sixty and three quarters hours. 189p. S '29 Milwaukee, Caspar, Krueger, Dory Co. flex. lea., \$5

Hydraulic laboratory practice; a translation revised to 1929 of Die wasserbaulaboratorien Europas, pub. in 1926 by Verein deutscher ingenieure; ed. by John R. Freeman. 889p. (bibls.) il. diagrs. Q '29 N. Y., Amer. Soc. Mechanical Engineers \$10

Kaufmann, Eduard Pathology for students and practitioners; tr. Stanley P. Riemann; 3 v. 2452p. (227p. bibl.) il [c. '29] Phil., Blakiston

Kelleher, Raymond Charles, and Lehmann, E. W. Sewage disposal for the farm home. 20p. O (Univ. of Ill. Agri. exper. sta. circ. 336) '29 Urbana, Ill., Urbana, Hl., Univ. of Ill. pap., apply

Kelley, Ireae V.
Questions and answers for nurses. 354p. D '29 Phil., Saunders \$2.50 Kendall, Edward Calvin
Thyroxine. 265p. (22p. bibl) il., diagrs. O (Amer. Chemical Soc. monograph ser., no. 47) '29 N. Y., Chemical Catalog Co. \$5.50

Klemin, Alexander

Airplane stress analysis. 28op. '29 N. Y., Ronald Press

Luke, Rev. W. H.

The gem of the reformation; a jubilee gift booklet commemorating the four-hundredth anniversary of the first publication of the small catechism of Dr. Martin Luther. 32p. il. S '29 St. Louis, Mo., Concordia Luther. 32p. il. S '20 St. Louis Luther cordia Pub. House рар. 15 с.

Luther, Martin
Luther's small catechism [quadricentenary ed.
16p. T '29 St. Louis, Mo., Concordia Pub. House

Lyman, Helen

Suspension bridge (contract). 48p. diagr. Tt ([Los Angeles, E. R. Darvill, 202 Lissner Bldg.] pap., 50 c.

McClanahan, Harry Monroe
Pediatrics for the general practitioner. 606p. il. 0
29 Phil., Lippincott

McClure, Mrs. Marjorie Berkley
A bush that burned. 361p. D (Copyright fiction) [c. '25] N. Y. [Burt]

McDonald, Philip B. English and science. 192p. O '29 N. Y., Van Nostrand

McElroy, Margaret J., and Younge, Jessica O. Tatters. 32p. il. (col.) D c.'29 N. Y., Amer. A primary reader concerning the wire-haired terrier, Tatters.

McKay, Martha Nicholson

When the tide turned in the Civil War. 66p. front. O c. Ind. [Helen McKay Steele, 811 \$1.50 East Drive] The story of the 54th Massachusetts, the first regiment of free colored men in the Civil War, and of its colonel, Robert Gould Shaw.

Mahony, Bertha E., and Whitney, Elinor,

Realms of gold in children's books. 611p. (bibls.) il. (pt. col.) O c. Garden City, N. Y.,

Doubleday, Doran buck. \$5
This guide to the best books for children's reading is really the fifth edition of "Books for Boys and Girls—A Suggestive Purchase List," previously published by The Bookshop for Boys and Girls in

Mansfield, Arthur J.

Composition and press work. 144p. (bibl.) il. diagrs. O [c. '29] Bost., Mansfield Pr. Co., 172 Columbus Ave. For the student of printing.

Marsh, S. Louise Cotton

Young Abe Lincoln; a cotton bowl of Lincoln stories founded on tradition; told by Aunt Ann of Indiana. 61p. front. D [c. '29] Bost., Christopher Pub. House

Mathias, Margaret E.

Art in the elementary school. 195p. (bibl.) il. (pt. col.) diagrs. D [c. '29] N. Y., Scribner \$2.50

Mercer, Philip

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The life of the gallant Pelham. 18op. il., map D [c. '29] Macon, Ga., J. W. Burke Co.

The biography of a hero of the South in the Civil

Merrifield, Fred

The rediscovery of Jesus. 270p. D [c. '29] N. Y., Holt

Presenting the character of Jesus from the historical rather than theological point of view.

Miller, Warren Hastings

Under the Admiral's stars. 250p. front. D
'29, c.'26-'29 N. Y., Appleton \$1.75
Wally Radnor and his chums, all just out of
Annapolis, enjoy their first exciting experiences in
the Navy.

Mirrielees, Edith

Writing the short story. 244p. (bibl.) D c. Garden City, N. Y., Doubleday, Doran

The author is associate professor of English in Stanford University and lecturer at the Bread Loaf School of English, Vermont.

Moffet, John D.

Forty steps in English and citizenship. 144p. il. D'29 N. Y., Noble & Noble \$1

Moore, Helen Trafford

My thoughts and I [verse]. 44p. D [c. '29] Bost., Badger

Morley, Christopher Darlington

Parnassus on wheels. 190p. S (Sun dial lib.) [c. '17, '25] Garden City, N. Y., Garden City Pub. Co.

Morse, Alfred Handley Chipman, D.D.

Eternal contrasts; a series of original discourses. 213p. D [c. '29] Phil., Judson Press

Osborn, Henry Fairfield

From the Greeks to Darwin; the development of the evolution idea through twentyfour centuries; 2nd ed. rev. 414p. (12p. bibl.) D (Biological ser., v. 1) '29 c. '94, '29 N. Y., Scribner

Parsons, Wilfrid

The pope and Italy 144p. il. D'29 N. Y., America Press

Payson, Howard, pseud. [John Henry Goldfrap]

The Boy Scouts' badge of courage. front. D (Payson's Boy Scout ser.) [c. '17] N. Y., Burt

Peake, Frank Allen

The riddle of the ages 8op. D [c. '29] Bost, Christopher Pub. House A discussion of the nature of man and by what laws he may live.

McClung, C. E., ed.

Handbook of microscopic technique. 510p. il. O

N. Y., P. B. Hoeber \$8

Malinowski, Bronislaw Malinowski, Bronislaw
The sexual life of savages in north-western
Melanesia; an ethnographic account of the courtship,
marriage and family life among the natives of the
Trobriand Islands in British New Guinea; 2 v.; preface by Havelock Ellis [lim. ed.] il. O '29 N. Y.,
Liveright \$10 bxd.

Montgomery, Robert Hiester
Income tax procedure 1929; being a supplement to
1927 income tax procedure 744p. D '29 N. Y., Ronald Press \$7.50; with 1927 vol., \$12.50

Moyer, James A. Steam turbines; 6th ed., rev. and enl. 557p. O N. Y., Wiley \$4.50

Noyes, Mabel F., and Noyes, Minna B.
West Methuen of long ago; chronicles. 72p. il., diagr. O [c. '29] [Methuen, Mass., Author, 416 Lowell St.]

Odell, Charles Watters
Critical study of measures of achievement relative to capacity. 58p. il. O (Univ of Ill., Bur. of Educ. Research, bull. 45) '29 Urbana, Ill., Univ. of Ill.

Organ accompaniment to the Parish hymnal; 4th rev. ed. 92p. obl. Q '29 St. Louis, Mo., B. Herder \$2.50

Ould, Hermon Princess Mirabelle and the swineherd; a play for young people based on a story by Hans Andersen.

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The biographies of religious leaders: Akhenaton, Moses and Buddha to Luther and Mary Baker Eddy, showing the faiths which they founded, and pointing out the common elements and parallel cus-toms in the world's religions.

Preston, Isabella

Garden lilies 128p. il. S (Farm and garden lib.) '29 N. Y., Orange Judd Pub. Co. \$1.25

Rath, E. J., pseud. [J. Chauncey Corey Brainerd and Mrs. Edith Rathbone Jacobs Brainerd]

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Christ and modern education. 223p. \$1.75 [n.d.] N. Y., Holt The author believes the teaching methods of Jesus in accord with the theories of educators and psychologists today.

Remarque, Erich Maria

All quiet on the Western Front; tr. by A. W. Wheen. 291p. D c. Bost., Little, Brown

A story of the war as experienced by German youth.

Reynolds, Amelia S.

New lives for old; what happens in Calvary Episcopal Church in the City of New York as seen by a member of the staff. 96p. D [c.'29] N. Y., Revell \$1 Human problems as seen in a "spiritual clinic."

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Flowers and insects; lists of visitors of four hundred and fifty-three flowers. 221p. '20 N. Y., Science Press Distributing Co. \$3; priv. pr. Robertson, Frank Chester

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An outline history for schools, travelers or the general reader who wishes to know the salient factors and prominent figures in the growth of the French nation.

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Julius Caesar; ed. by Edwin L. Miller. 1199. S (Lippincott's classics) [c. '29] Phil., Lippincott

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Wilson, Albert

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The Mercer boys' cruise in the Lassie. 239p. front. D (Mercer boys ser.) [c. '29] N. Y., Burt

Zimmern, Alfred Eckhard

America and Europe, and other essays. 219p. (bibl. footnotes) O c. N. Y., Oxford \$3
The deputy-director of the International Institute of Intellectual Co-operation discusses questions of America's international relations and allied subjects.

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Old and Rare Books

Frederick M. Hopkins

HE auction season of 1928 and 1929 at the American Art Galleries has closed a little earlier than usual. The 65 sales conducted by the American Art Association brought a grand total of \$4,302,397. Thirty of these sales were of furniture and furnishings, amounting to \$2,875,071. Twelve painting sales totalled Book sales, which included \$734,095. autograph and manuscript material, were seventeen in number and realized \$566,-640, while etchings, prints and drawings, six sales in all, brought \$125,590. In the field covering books, manuscript and autograph material, the greatly increased interest in Americana was strongly shown in the Austin, Cohen, and other sales. In the Cohen sale, which brought \$107,495, the largest total for a book sale, \$5,000 was paid for Vincent de Beauvais's "Mirrour of the World," printed in 1490 by William Caxton, which was promptly hailed as a world record. Another record price in the Cohen sale was Spenser's "Colin Clouts Come Home Again," which brought \$2,500, this being \$300 more than the record established two weeks before at the Kern sale. In the Solomon sale, a new high record was made by the first edition of Thomas Hardy's first book, "Desperate

Remedies," which brought \$7,800, this, too, was \$3,000 more than the record made at the Kern sale. In Part I of the George W. Paullin collection, J. W. Audubon's "California," 1852, brought \$1,200, a new record price for this work, which had never appeared at public sale before. Many unusual prices were realized by autograph letters and manuscripts, which appeared to be in stronger demand than ever.

COLLECTION of Napoleonana, comprising books, autographs, engravings, medals, and relics, brought together by Harry B. Smith, is on exhibition at Dutton's, 681 Fifth Avenue. The collection includes 30 autographs of Napoleon -letters, manuscripts, and documents written at various times of his life. The first phase is represented by a manuscript of a love story written in his seventeenth year. His last years are recalled by the original manuscript of "A Voice from Saint Helena," dictated by the banished Emperor to be sent to England, his justification and his plea for freedom. The collection contains nearly 1,000 engravings, including the finest and the rarest examples in the choicest copies obtainable. Many are reproductions of paintings by the most famous artists of the period. Among the curiosities of portraiture are the first engraving of Bonaparte, representing him as a Corsican chief wearing ear-rings; and the first English and the first American portraits. There is also the last portrait from life, a silhouette cut in black paper by Madame Bertrand during the final days at Saint Helena. The relics of Napoleon include an inkstand used by him at Saint Helena, a watch given to him by Count Montholon, the death mask, Josephine's writing case, books from the Emperors' library and a collection of medals, snuff-boxes, miniatures, and other souvenirs. Many of the autographs and prints are in six folio volumes, superbly bound and contained in an Empire cabinet especially made for them. Of these volumes, two are given to manuscripts and portraits of Napoleon, one to the Bonaparte family, one to the Emperor's marshals, generals, associates and antagonists; and two to battle scenes and other historic events. Several important autographs are separately bound and a few are framed. "By the beauty of the engravings

and the intrinsic interest of the manuscripts," says Mr. Smith, "I have sought to make the collection harmonious in form and representative in contents."

Catalogs Received

Bibliography, poetry and miscellaneous books. (No. Shepard Book Co., 408 South State St., Salt

236.) Shepard Book Co., 408 South State St., Salt Lake City, Utah.

Bnglish literature, mostly of the nineteenth and twentieth centuries. (No. 25; Items 1203.) William H. Robinson, 4 Nelson St., Newcastle-on-Type,

English verse and dramatic poetry from Chaucer to the present day. (No. 517; Items 1322.) Maggs Brothers, 34 Conduit St., London, England. English first editions and other rare and desirable

books. (No. 31: Items 351.) Le Bibliophile, 168 Brookside Ave., Mt. Vernon, N. Y. First editions of choice and rare books. (No. 96; Items 203.) Ernest Dressel North, 587 Fifth Ave.,

First editions of choice and rare books. (No. 96; Items 203.) Ernest Dressel North, 587 Fifth Ave., New York City.

General literature, early printing books from Ashendene, Doves, Kelmscott, and other modern presses. (No. 124; Items 523.) Walter M. Hill, 25 East Washington St., Chicago, Ill.

Incunabula, early illustrated books, music, medicine and natural sciences. (Items 400.) L'Art Ancien, S. A. 8 Pelikanstrasse, Zurich, Switzerland.

Juveniles and fiction. H. R. Huntting Co., Inc., Springfield, Mass.

Litterature, livres illustres, beaux arts, bibliographie, etc. (No. 11; Items 335.) M. Blancheteau, 56, Faubourg, Paris, France.

Modern first editions. (No. 2; Items 95.) Jake Zeitlin, 705½ West Sixth St., Los Angeles, Cal.

Old and rare books. (Items 1063.) W. & G. Foyle, Ltd., 119 Charing Cross Road, London, W. C. 2, England.

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by

Charles Erskine Scott Wood

Printed by Edwin Grabhorn

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Sewing on Tapes:



A Monthly Department

The Details of Bookmaking

David S. Beasley

President of the University Society

III

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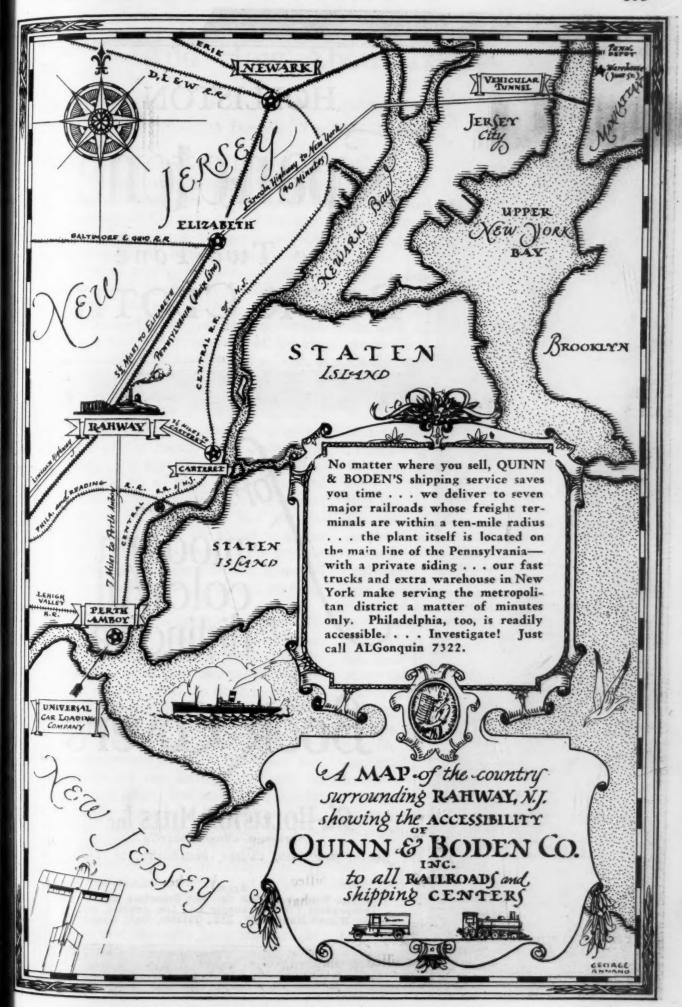
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And How About Binding?

H. M. Lydenberg

Assistant Director, The New York Public Library

In its effort to crown "The fifty books of the year" may I humbly and with diffidence venture to ask if the American Institute of Graphic Arts is trying to emphasize the printing as contrasted with other elements of book manufacture, or whether it is trying to hold up for our admiration and instruction the fifty books of the year that are the best products of the craftsmanship of printer, pressman, illustrator, bookbinder; in short, all the elements that must be fused when a book is turned out as a manufactured article?

I ask this because not infrequently librarians have borne in upon them a realization of the fact that well-printed books are sometimes poorly bound, their casing, lining, sewing, for example, being very inferior to the quality of their composition and press work. I realize in saying this that the demands of a librarian and the demands of a book lover are the same so far as concerns the appearance of the printed page; their demands are different, however, so far as concerns the sturdiness of binding.

It is not unfair to assume that the book lover will treat a volume with the care, attention and tenderness its physical condition calls for; when the librarian hands the book to a reader he can do little more than pray it may be turned over to sympathetic hands, guided by intelligence. This is not the place to enter into a discussion as to how many readers come in this class, but everyone knows the damage that can be wrought by a single, zealous pair of hands, not fortunate enough to be directed by a mind that appreciates attendant circumstances and conditions. When indifference or carelessness comes in, lamentable is the plight of the victim.

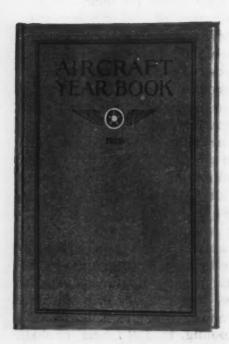
It has been our observation here at the Library that in a distressing number of cases books that obviously have had thought and care and intelligence lavished on their printing have been sent forth to the world with inadequate binding. Cheap scrim is

frequently used for lining, weak threads are given the task of holding signatures together, and when this handsome specimen of the printer's craft is put into use, rehinding is soon demanded.

binding is soon demanded.

The volume of Sir John Maundeville's travels done by the Grabhorns for Random House stands out in emphatic contrast to some of the others. I looked at the book carefully, wondering whether we could afford to buy it for the Library, and finally, much to my regret, decided it was too dear for our possession. At first I was a bit prejudiced against it because I felt the type was so unusual as to be difficult to read, but I had to admit that the printed page certainly presented a delightful aspect. My prejudice was extended to the binding where I decided, at first glance, that the bands on the back were false, and that the indication of lacing-in that one saw on the inner edge of the cover was merely printed in imitation of the appearance of real work, and the sewing was of the same type as the sewing I had seen in some of the other books. To confirm these unfavorable impressions I asked Mr. Archer and Mr. Thurman to go over the book with me, and I now am more than happy to relate that I have changed my opinion, and I am ready to salute that particular volume as being an admirable specimen not only of printing but of bookbinding. The craftsmanship shown in sewing, lacing, forwarding, finishing is a thing any workman may be proud of, and my only regret is that bitter experience in the past caused me to discount my first fleeting impression, and to decide that we had here one more instance of a book intended to be pretentiously well done but actually to fall short of high standards of workmanship. I am sorry when I make mistakes, but once made I am more than glad to atone for them by confession. Here is one specimen of book making I feel can be brought forward as a creditable contribution by composer, pressman, bookbinder.







This terse expression sums up one customer's opinion of Conkey ability and performance... Read his letter reproduced above... Notice that it was almost February when Mr. Mingos received the assignment

to prepare the book . . . First, every bit of information had to be secured . . . Then, capably assisted in the compilation by the New York staff of the W. B. Conkey Co., the last copy reached the plant March 27th . . . The last O. K'd proof was returned April 3rd, and on April 8th 300 completed copies of the Aeronautical Year Book were shipped in time to go on sale April 10th at the Detroit Aircraft Show! . . . There is nothing more need be said . . . This record, verified by Mr. Mingos' letter tells the whole story of Conkey ability and performance . . . An examination of the book itself exemplifies Conkey quality.

W.B. CONKEY CO.

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If you have time enough to look at these books displayed in our cases, will you be good enough to glance at them some day before they go away. Practically every one of them shows a black mark between the signatures where the pages are opened, showing how loosely the signatures have been gathered together, and worked into the boards that are supposed to "bind" the book together.

Practically every one of the books of this year's exhibit shows a black mark between the signatures where the pages are opened, showing how loosely the signatures have been gathered together, and worked into the boards that are supposed to "bind" the book together.

It is a pleasure to be able to state that every time one of these volumes that, in our opinion, has been bound in unsatisfactory fashion was brought to the attention of binder or publisher, we were assured of the gratitude of the people responsible for the book, and were convinced that in every case they had tried to put forth a volume where the binding was as creditable as all other phases of bookmaking.

The thing that bothers me most of all is the spirit of craftsmanship displayed by binders anxious to turn out creditable performances, and willing to accept commissions calling for such poor workmanship. This last sentence, I fancy, is not accurate. This kind of binding is accepted because it is the only kind that can be furnished at the price specified by publisher or printer. There is no doubt about the ability or desire of our binders to turn out good work if they are given an opportunity and if they are paid a fair price. The whole of this jeremiad is merely to ask whether the people who are responsible for making good books today are satisfied with the specimens now held up to the world as the fifty best pieces turned out by American binders.

The third article in the series "The New Generation of Book Makers" which is to be on Mary McRae McLucas will appear in the July 6th Bookmaking Department.

This ADVERTISING Business

Roy S. Durstine

SECRETARY & TREASURER, BARTON DURSTINE & OSBORN, INC. EX-PRESIDENT, AMERICAN ASSOCIATION OF ADVERTISING AGENCIES AUTHOR OF "MAKING ADVERTISEMENTS — AND MAKING THEM PAY"

CHARLES SCRIBNER'S SONS
NEW YORK LONDON
1928

Title-page of one of the trade books in the Fifty Book Show

What to Know About Binding

BOOKSELLERS and book collectors need a basic knowledge of book binding in order to judge of the quality and character of the many books that pass through their hands, and a simple but authoritative book on this subject has just been issued by Dutton entitled "Book Binding: A Manual For Those Interested in the Craft," written and illustrated by William F. Matthews. Mr. Matthews holds a distinguished position among binders, and has been instructor in book binding at the Central School of Arts and Crafts in London.

This compact little book of 250 pages takes up the processes of binding from the beginning and illustrates each process with a careful drawing, of which there are nearly 100. The booksellers who study the diagrams and read the careful descriptions will find themselves with a clearer understanding of sewing and backing, of headbands and rounded corners, the various problems of tooling, etc., etc. As with all real crafts, the final excellence of the binding will depend on the trained hand, and this can only be gained by years of work, but even those who do not expect to enter this profession can understand the niceties of what the binder does with his paring tools and his finishing irons.

HOW BLACK is BLACK?



47 years of experience by Interlaken have produced a black that is an absolute jet and is universally recognized by all binders as the best.

SO-CALLED "blacks" in book cloth are almost invariably greys with a brownish or bluish tinge . . . the practised eye detects them at once . . . there is only one true jet black, and that is Interlaken's . . . 47 years of manufacturing experience has enabled Interlaken to produce a black which stands alone . . . practical binders know this, and that is why Interlaken Blacks are used more than any others . . . they are the standard by which others are judged.

WHEN IS AN "EXTRA COLOR" REALLY EXTRA?

A MONG the earliest book cloth processes brought to this country from Europe was the "Extra Color" process, which required, among other things, the application of an extra coating of color forced by extreme pressure into the texture of the cloth . . . in the course of time, other cloths, merely dyed and not color-coated, were made and incorrectly termed "Extras" . . . Interlaken is the only American manufacturer still using the original, complete Extra Color process, giving a finish which is in a class by itself . . . nothing else can give the same solid color, finish, and effect . . . Extras are beautiful and suitable for many high grade types of books, but to insure getting real "Extra" you should specify Interlaken's.



You can try this test yourself—a true "Extra" has an unbroken solid color on one side; the fabric shows clearly on the reverse. Some, so-called "Extras" are the same on both sides and neither is 100% solid.

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Key to New Limited Editions

Publishers' Weekly Offers Bird's-Eye View of This Rapidly
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RANDOM HOUSE

20 East 57th Street, New York

Bennett A. Cerf

Elmer Adler

Donald S. Klopfer

Program: No settled number of books, but each one made as a separate editorial

decision and separate publishing enterprise.

Prices: Varying from \$4 to \$100. Sold through bookstores and direct.

Editions: Limited from 150 to 1,500 copies.

Format: By leading designers and varying with type of undertaking.

Titles: 1929 announcements:

The Narrative of the Life of Mary Jemison, Pynson Printers, 950 copies, \$6 Dr. Jekyll and Mr. Hyde by Robert Louis Stevenson, designed and illustrated

by Dwiggins, typography by Pynson Printers, 1,200 copies, \$10

Adventures of Tom Sawyer by Mark Twain

Beowulf, illustrated by Rockwell Kent

Baron Münchausen, illustrated by Franz Christophe

Franklin Evans by Walt Whitman

A Child's Birthday Book by Rockwell Kent

Leaves of Grass, typography by the Grabhorn Press

The Hunting of the Snark by Lewis Carroll

LIMITED EDITIONS CLUB

551 Fifth Avenue, New York

George Macy, Director

Program: Classics of world literature, illustrated, issued once a month.

Prices: A year's subscription direct, \$10 per book as delivered, or \$108 a year's payment in advance.

Editions: Limited to 1,500 copies.

Format: Planned by various distinguished designers.

Titles: Robinson Crusoe by Daniel Defoe

The Fables of La Fontaine

H () () H

The Surprising Adventures of Baron Münchausen

Rip Van Winkle by Washington Irving

The Narrative of Arthur Gordon Pym by Edgar Allan Poe

The Decameron of Giovanni Boccaccio

Tartarin of Tarascon by Alphonse Daudet

Leaves of Grass by Walt Whitman

Two Medieval Tales by Robert Louis Stevenson

Snowbound by John Greenleaf Whittier

Undine by Friedrich Karl Von Motte-Fouque

Gulliver's Travels by Jonathan Swift

THE FOUNTAIN PRESS

522 Fifth Avenue, New York

(Replacing the imprint of Crosby Gaige)

Program: Modern first editions at intervals. Signed by the author.

Prices: Varying according to the publication from \$7.50 to \$20.

Editions: Limited from 300 to 700. Sold through bookstores and direct.

Format: By leading designers, varying with each book.

Titles: For 1929:

Arabia Infelix and Other Poems by Aldous Huxley, 300 signed copies, \$12.50 Sonnets from Antan by James Branch Cabell, 676 signed copies, Grabhorn Press, \$12.50

Letters to Edward Dujardin by George Moore, 300 signed copies, \$15 The Secret and Other Stories by A. A. Milne, 400 signed copies, Spiral

Press, \$15

New Forsyte Stories by John Galsworthy, Merrymount Press, 500 signed copies, \$15

Light of the World by Robert Frost, approximately 500 signed copies, probable price \$7.50

THE ANDERSON BOOKS Carl J. H. Anderson, Publisher 514 Ludlow Street, Philadelphia

Program: World classics, six titles a year.

Prices: By subscription direct at \$5.50 a volume, ten per cent discount for cash in advance for six books.

Editions: 10,000 subscribers wanted.

Format: Varying as to illustration and makeup.

Titles: Treasure Island by Robert Louis Stevenson. Illus, by Lyle Justis in color Knickerbocker History of New York. Illus. by Litt Edgar Tristram Shandy by Lawrence Sterne

Toilers of the Sea by Victor Hugo. Illus, by Gustay Jensen

DOUBLEDAY, DORAN & CO. (Limited Editions Department) Garden City, N. Y.

Program: Eleven volumes of varying character for 1929. Texts are new editions, first editions, art books.

Prices: From \$5 to \$150.

Editions: Limited from 125 to 1,500.

Format: Varying with each book. All illustrated.

Titles: These include:

Leda by Aldous Huxley. Illus. by Gooden. 367 copies, \$5.00

The Barefoot Saint by Stephen Benét. Illus. by Angels. 367 copies, \$5.00 The Chace by William Somerville. Illus. by Bewick. 325 copies, \$7.50 Letters from an Old Sportsman by A. Henry Higginson. Illus. by Edwards. 201 copies, \$20.00

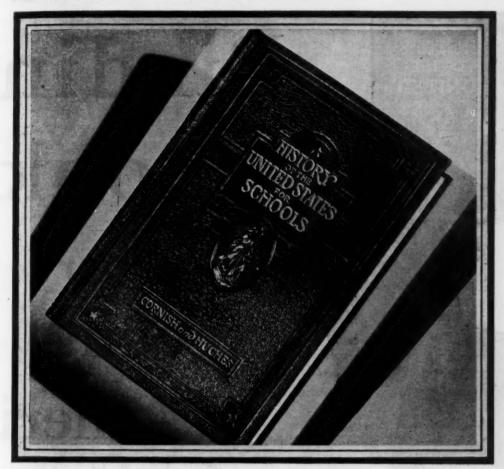
Currier and Ives by Harry T. Peters. 135 reproductions of prints. 501 copies, \$35.00

The Dance, as portrayed in the Etchings of Troy Kinney. 990 copies, \$15.00 The Book of the Long Bow, edited by Robert P. Elmer and Charles A. Smart. 375 copies, \$15.00

Good Medicine, the illustrated letters of Charles M. Russell. 125 copies, \$110, \$125, \$150

THE WESTGATE PRESS 110 Sutter St., San Francisco

Program: Signed first editions of contemporary American and English authors, at intervals not stated.



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- Prices: \$7.50 each.
- Editions: Limited to 500.
- Format: Designed by The Grabhorn Press, each volume receiving individual treat-
- Titles: The first volume, ready in June, is to be
 - American Taste by Lewis Mumford followed by Nearer to Grass Roots by Sherwood Anderson, Winter Wheat by Wilbur Daniel Steele, Marriage Today and Tomorrow by Havelock Ellis, An Irritating Archangel by Thomas Beer, Gargoyle by Frank Swinnerton

THE SPIRAL PRESS

- Joseph Blumenthal George Hoffman
- Distributed by The Random House
- Program: New editions of classics in American literature. 6 titles a year.
- Prices: From \$6.00 to \$10.00 as far as announced. Each book sold separately or by year's subscription.
- Editions: Size of editions vary from 500 to 750.
- Format: All designed at the Spiral Press with varying design, type, illustration and bindings.
- Titles: General editor of the series, Howard Mumford Jones, Professor of English of the University of North Carolina.
 - Announced volumes for 1929: Poems of Poe, edited by Howard Mumford Jones, 585 copies, \$10.00; The Day of Doom by Michael Wigglesworth, edited by Kenneth B. Murdock, 535 copies, \$6.00; Selected Poems of Hermann Melville, edited by Mark Van Doren, 750 copies, \$9.00; The Philosopher of the Forest and other Essays by Philip Freneau, edited by Harry Hayden Clark, 500 copies, \$8.50; A Collection from the Tales of Ambrose Bierce, edited by Robert Morss Lovett, 525 copies, \$10.00; Captain Stormfield's Visit to Heaven by Mark Twain; The Poetry of Anne Bradstreet; Jonathan Edward's Personal Narrative; The Sonnets of Henry Wadsworth Longfellow

THE SIGNED EDITION CLUB

- 1810 Ludlow Street, Philadelphia Albert Caplan, Managing Editor
- Program: First editions by American authors. Signed by the authors. One book a month.
- Prices: \$75 a year. (Cash in advance or \$15 with order and \$10 a month for balance.) Not sold through bookstores.
- Edition: Limit of each edition 500.
- Format: "It is planned to issue books in distinguished format with design and typography by one of America's leading younger typographers."
- Titles: During the first year books are promised by Gamaliel Bradford, Louis Bromfield, Irving Bachelor, John Louis Haney, H. D. (Mrs. Richard Aldington), Percival Wilde, William Carlos Williams, John Frazier Vance, Albert Bigelow
- Paine, Ezra Pound, Paul Green, Gertrude Atherton.

 Notes: No statement is made as to actual titles or as to whether these books appear simultaneously in trade edition. No specimen of the books have been examined.

RIMINGTON & HOOPER

- 24 East 82nd Street, New York
- Distributed through Doubleday, Doran & Co.
- Program: New editions of old books issued in 2 series—The Holly Editions and The Savoy Editions.

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Prices: \$10 for Holly. \$10 to \$20 for Savoy.

Editions: 350 for Holly. 374 to 999 for Savoy.

Format: Various. Two Holly editions of 1928 were printed at Lakeside Press. Savoy. Editions by Merrymount, Georgian and Lakeside Presses.

Titles: Holly Editions continuing series begun in 1927. The Comic Almanack by George Cruikshank Songs of the Press and Other Random Pieces

Savoy Editions, a new series.

Zadig by Voltaire. Illus. by Angelo. Georgian Press. 999 copies. \$10

Punch and Judy by George Cruikshank. Illus. Merrymount Press. 376 copies. \$15

True Travels of John Smith. Plates and facsimiles. Georgian Press. 377 copies. \$20

Vovages of the Companions of Columbus by Irving. Lakeside Press. 374 copies. \$15

COVICI FRIEDE, INC. 79 West 45th Street, New York (Limited Editions Department)

Program: Reprints of rare Americana.

Prices: \$7.50. Sold through the booktrade.

Editions: Limited to 500 copies each.

Format: All books designed by S. A. Jacobs, director of typography at the Stratford Press and American Book Bindery.

Titles: Series of books under the general editorship of Mark Van Doren, of which the first five volumes are as follows:

Correspondence of Aaron Burr and His Daughter Theodosia

Cotton Mather's Life of Sir William Phips

An Account of the Remarkable Occurrences in the Life and Travels of Col. James Smith During His Captivity with the Indians in the Years

Wanderings and Adventures of Reuben Delano Biographical Memoir of Daniel Boone.

WILLIAM E. RUDGE

475 Fifth Avenue Program: Published in many fields, art, drama, poetry, essays, reprints of old classics.

Price: Varying with each title.

Editions: Usually limited, often in two editions, occasionally signed.

Format: Printed at the Mount Vernon printing establishment of William Edwin Rudge, designed by staff typographers or by Bruce Rogers, Frederic W. Goudy, or Frederic Warde who have at various times done their work at the Press.

Current announcements:

Geoffrey Gambado's An Academy for Grown Horsemen. A reprint. Reg. edition 400 copies, \$15,00. De luxe edition, 100 copies, \$50.00 Contemporary American Portrait Painters by Cuthbert Lee. 50 reproductions. 1000 copies, \$15.00

THE BOWLING GREEN PRESS (Now owned by Wm. Edwin Rudge) 475 Fifth Avenue, New York

No announcements for current season.



S. A. Jacobs



Mark Van Doren

Rare Americana Now Put Into Print

STARTING in the fall, under the editorship of Mark Van Doren, Covici-Friede will publish a series of important, out-of-print Americana in editions of 500 copies to retail at \$7.50,—a low price made possible through the use of "commercial" book manufacturing processes and products. The linotype composition will be used, and machine-made all rag paper, while in the press work and binding, also it is expected to effect economies, through the use of "regular" manufacturing methods.

To produce books that will compare favorably with other higher priced limited editions, the publishers have engaged S. A. Jacobs, director of typography at the American Book Bindery and Stratford Press, to design the series and supervise its entire manufacture.

Mr. Jacobs has already scored a notable achievement in the field of typographical design and book production. The limited editions of Eugene O'Neill's "Strange Interlude" and "Emperor Jones"; Thornton Wilder's "The Angel that Troubled the Waters"; Glenway Westscott's "Natives of Rock," "Land of Dreams," a selec-

tion from Wm. Drake's "Songs of Innocence" illustrated by Pamela Bianco are but some of the many beautiful books that attest his fine craftsmanship.

Mr. Jacobs' success in typographical design is in the skill with which, by modifying and revising existing types, he is able to enhance their ordinary values. It is, therefore, as a tribute to his ability that Covici-Friede are giving Mr. Jacobs a free hand in every detail of production of their series.

The first titles announced are:

Correspondence of Aaron Burr and His Daughter Theodosia.

Cotton Mather's Life of Sir William Phips. Reprinted from his "Magnalio."

An Account of the Remarkable Occurrence in the Life and Travels of Col. James Smith During His Captivity with the Indians in the Years 1755-1759.

Wanderings and Adventures of Reuben Delano, Being a Narrative of Twelve Years in a Whale Ship.

Biographical Memoir of Daniel Boone by Timothy Flint.

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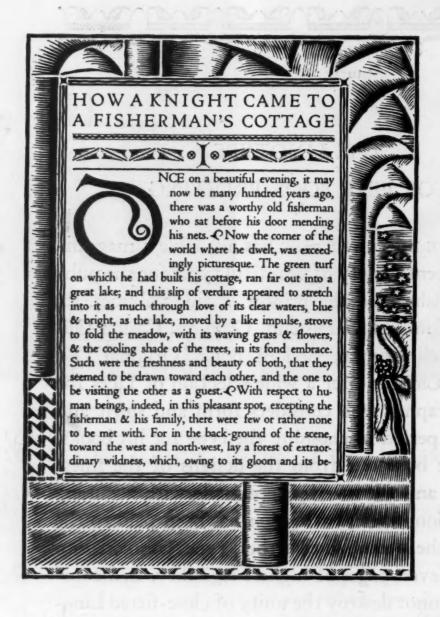


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HE LINOTYPE now has available a magnificent variety of beautiful types for the publisher and the printer of fine volumes. Its fonts of Garamond, Granjon, Caslon Old Face, Scotch Roman, Bodoni Book, Original Old Style and Cloister offer a wide selection of faces for the typographer who considers form and spirit and mood and period in choosing the type for his books. They have been cut from the designs of the finest craftsmen and the matrices are made with accuracy and precision. Special attention has been paid to the fitting of the letters, so that these types compose into beautiful, even pages of highest legibility. Bad composition cannot destroy the unity of close-fitted Linotype letters, but the word-spacing is dependent on the care of the Linotype operator. Pay enough for your Linotype composition to allow for proper spacing, and you will get composition second to none. Linotype composition costs so much less than any other kind of composition that you can afford the best. Mergenthaler Linotype Company, Brooklyn, N. Y.

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THIS ADVERTISEMENT SET ENTIRELY ON THE LINOTYPE IN THE GARAMOND SERIES, BY THE QUINN AND BODEN CO., INC., RAHWAY, N. J.



A specimen page from Allen Lewis's "Undine"

Beginning a New Series

Allen Lewis Designs an "Undine"

SOME of the books of the Limited Editions Club, whose program was described in the issue of Publishers' Weekly for April 6th, have reached the stage of physical progress, and our readers will be interested in watching whatever un-

usual things these designers may be doing.

We reproduce herewith a text page designed to be printed in three colors by Allen Lewis. It is unusual in that, whereas the early printers printed books from movable types cut by themselves, Mr. Lewis is deco-

rating the book with borders assembled from movable ornaments cut by himself.

"Undine" is the old German story about the water sprite, done for the Limited Editions Club in the English translation by Edmund Gosse. Almost naturally, the predominating color will be green, the book

being bound in green and gold.

The text is to be set in Cloister Old Style, set by hand with special ornaments. Enclosing each page of text will be a decorative border printed in black on a flat green background. The border design printed on the preceding page, suggestive of archways, is assembled out of more than forty separate units. All told, Mr. Lewis will cut several hundred of these units. Upon each page, they will be assembled to make an entirely different border. As a result, although the borders will be distinct upon each page, because they are built up out of the same units cut into wood, they will preserve a unity of design and texture which should prove pleasant when the entire book is held in the hand.

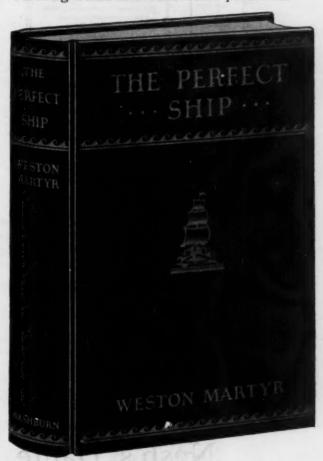
Each chapter is headed with an initial printed in a deep sienna, and there will be twenty full page illustrations also printed in black, green, and sienna. Mr. Lewis is doing the illustrations and the design, and the book is printed at the Harbor Press.

The publishers have asked each artist on its list to illustrate only some book which he has always been hankering to do, and has given each book designer and book printer a completely free hand. The result is that each of these men is doing some unusual thing. In this series there will be a book printed completely from blocks, in the fashion of the early block-books. There will be a book printed from the lithographic stones. There will be a book printed directly from copper engravings.

For Beginning Printers

ARTHUR J. MANSFIELD, former lecturer at the Boston Trade School Printing Department and lecturer at Boston University, has prepared a book on "Composition and Presswork," which, because of its careful illustration and excellent arrangement of text, gives an easily understood introduction to the basic problems of typesetting and printing. The book is published by the Mansfield Printing Company of Boston. Those who sell

the product of the printing press as well as those who produce it will get a clearer idea of the printing process from the layout of the type case to the method of setting and spacing, problems of spacing and type selection, insertion of plates, styles in running heads and their other problems.



The interesting cover for "The Perfect Ship," Ives Washburn, one of the Fifty Best Books of 1928

Dr. Haupt of Mainz Here

THE director of typographical collections of the Gutenberg Museum of Mainz, Dr. Hellmut Lehmann-Haupt, is in New York and has been visiting friends among publishers and book designers. Dr. Haupt has the thorough training of the best German scholars and besides having to his credit much important research in the field of early books, has served his apprenticeship in bookselling and publishing, has made many contributions to the German booktrade press, and has a perfect command of English, French and Italian. His volume on "Studies in Book Illustration in Augsburg in the 15th Century" is to be published this year by von Walter de Gruyter & Co. of Berlin.

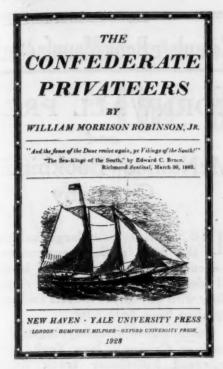
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joy in the joyoun Delphic derity when it makes anyone athinst therefor. >> From tiny spark flame follows hot and high: after me better voices shall perchance lift up such peaper that Cyrcha may reply. >> Through different entrances to mental glance the world's lamp rises, but from out that station where join three croases with flaur circling bands With a better course, with a better constellation it comes conjoined, sealing wich stamp more cleat and tempering mundant wax more to its fashion. 9 This entrance had almost made it evening here and morning yonder; all was there aglow while darkness overcast our hemisphere, Within, turned about toward the left-hand, lo? Beatrice who was gasing on the sun? never did eagle faster on it. 10 So did her all, informing through the eyes raine own imagination, give me grace to eye the sun beyond our wonted wise. 10 Much is permitted yonder, in this place prohibited out powers, thanks to the spot fashioned expensily for the human race. 20 Not long did I endure this, and yet not so little but I saw it sparkling nigh, as iron from the fire pours boiling hot; 4 And of a sudden day to day thereby seemed to be added, as if the who can had with another san adomed the sky.	Larrie 3 21 Linn Digitary of the transe of the following of the filter of the following of the filter of the filt
	when it makes anyone athinst therefor. **From tiny spark flame follow ho to and high: after me better voices shall perchance lift up such peaper that Cyrrha may reply. **Through different entrances to mental glance the world's lamp rises, but from out that station where join three croases with flour circling bands **With a better course, with a better constellation it comes conjoined, sealing with stamp more cleat and tempering mundane wax more to its fashion. **This entrance had almost made it evening here and morning yonder, all was there aglow while darkness overcast our hemisphere, **Withn, turned about toward the left-band, lo? Beatrice who was gasing on the sun? never diel agale fasten on it so. **And just as ever from the former one issues a second ray and upward flies, like pligrim turning homewand, journey done, **So did her ad, informing through the eyes reine own imagination, give me grace to eye the sun beyond our wonted wise. **Much is permitted yonder, in this place prohibited oftr powers, thanks to the spot fashioned expressly for the human race. **Not long did I endure this, and yet not so little but I saw it sparkling nigh, as iron from the fire pours boiling hot; **And of a sudden day to day thereby seemed to be added, as if the who can

Nash's Dante Nearly Ready

THE great folio edition of Dante's "Divine Comedy" on which John Henry Nash of San Francisco has been working for several years, is now reaching a state of completion, and the specimen pages in a brochure of 20 pages have been sent out. The edition is to be one of 250 sets, of which only 220 will be for sale at a price for the four folio volumes of \$200. The sets have been sent abroad and are now being bound in Leipzig in vellum with gold lettering.

The size of the book will be 14 x 9½ and the paper is special hand-made, water-marked John Henry Nash. The type selected is Cloister Old Style, light face, and it will be the first use of this cutting. The volumes will be without ornamentation except for the marginal rulings in light blue. This plan of rules leaves space for the notes in the margin.

The text is that of Melville Best Anderson, professor emeritus of English at Stanford University. Dr. Anderson's text which follows the triple rhyme of the original when first printed in 1921, was received by scholars as an outstanding contribution to the understanding and enjoyment of the great mediaeval classic. As the text will be arranged for publication, the first volume will be a series of introductory essays in which Dr. Anderson will recreate the Florence of Dante as seen through the eyes of contemporary travelers. The other three volumes will be in order "Inferno," "Purgatorio," and "Paradiso." Mr. Nash, who was given an honorary degree of M.A. by Mills College a few years ago, has felt that in devoting himself to this monumental set, he would be able to do honor to both the scholarship and craftsmanship of California.



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FOURTH EDITION WITH 257 MAPS



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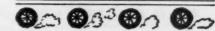
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CYCLES OF TASTE

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BY

FRANK P. CHAMBERS



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A Few Title-Pages

In the catalog of Fifty Books which the American Institute of Graphic Arts prints in connection with its annual exhibit there are reproductions of each title-page, which make the catalog a valuable record of American book production, and many are keeping these catalogs as a permanent series. As the list of the Fifty Books was issued just as our last Bookmaking issue went to press, we have only now opportunity to reproduce some of these title-pages from the clear little cuts which were made for the

catalog by the Walker Engraving Co. We have selected for reprinting four of the trade books pages. These title-pages are self-explanatory, but they illustrate different possibilities in setting from the heavily bordered period type on "The Confederate Privateers" as set up by Yale University Press to the simple title-page of open type on "Cycles of Taste" as designed by Mr. Pottinger. The full catalog can be had from the Institute at 65 East 56th Street by addressing Miss Blanche Decker.

Standards in Binding Boards Are Reaffirmed

THE Bureau of Standards of the Department of Commerce reports that the manufacturers, distributors, and users of binders' boards have reaffirmed the schedules of standard practice which were recently adopted and this effort toward waste elimination is continued without change for another year.

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